

PRESS RELEASE  
September 4, 2023

# Hedin Automotive completes the acquisition of Delta Auto

## **Hedin Automotive in Finland grows its geographical presence and expands its brand portfolio.**

Hedin Automotive Oy has completed the acquisition of Delta Auto Oy and the operative business of Delta Motor Group Oy that was announced on April 27, 2023. Through the acquisition, Hedin Automotive continues its growth strategy in Finland and expands its presence to a truly nationwide dealer network from Helsinki to Oulu.

Delta Auto represents nine brands of which Alfa Romeo, Fiat, Jeep, Kia, Maxus and Mitsubishi are now added to Hedin Automotive's portfolio in Finland for the first time. Employing 315 people across 13 dealerships in 12 cities, Delta Auto sells approx. 13,000 cars annually, with revenues of MEUR 322 in 2022.

**Mikko Mykrä**, CEO of Hedin Automotive Oy said: "As we now grow our geographical presence and strengthen our position in the rapidly evolving Finnish car market, we are delighted to welcome our new colleagues, businesses and brands to Hedin Automotive."

### **Press contact**

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***Hedin Automotive Oy** is part of Hedin Mobility Group. In Finland its subsidiaries, Hedin Automotive Finland Oy and Bavaria Finland Oy, sell yearly approx. 25,000 vehicles and execute more than 200,000 throughputs in aftersales. The company represents nine car brands: BMW, Ford, INEOS Grenadier, Mazda, MINI, Nissan, Opel, ŠKODA and Subaru. [www.hedinautomotive.fi](http://www.hedinautomotive.fi)*

***Delta Motor Group Oy** is the parent company of Delta Group. Delta Group also includes Delta Auto Oy, which sells both new and used cars, operates in spare part retail and service. Delta Group employs more than 300 persons in Finland. [www.delta.fi](http://www.delta.fi)*

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## About Hedin Mobility Group

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Hedin Mobility Group is one of Europe's largest mobility providers, with more than 10,000 employees and operations in 14 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, MG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent over 40 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 300 own dealerships with a total of over 700 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, and MABI Mobility, users are offered various flexible mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on [www.hedinmobilitygroup.com](http://www.hedinmobilitygroup.com)

### Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Tuve Bygg group and I.A. Hedin Fastighet AB. Hedin Group is also a partner in Consensus Asset Management and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

[www.hedingroup.com](http://www.hedingroup.com)

### Image Attachments

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[Delta Auto – Herttoniemi](#)

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## **Attachments**

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