

## **Dekkservice Kvinesdal joins Citira**

**Dekkservice Kvinesdal, a well-regarded tire shop in Kvinesdal, is joining forces with Citira. This is Citira's first service point acquisition in Norway, in another significant step towards Citira's ambition to become the leading tire management provider in Northern Europe.**

Since inception in 2000, Dekkservice Kvinesdal has been a well-regarded tire shop for customers within both the passenger car and heavy vehicle segments, known for their consistent high quality of service and personal customer relationships.

"It is a pleasure to welcome Ivar and the Dekkservice team to Citira. They have established a well-run tire shop with a long-standing reputation in the industry as a trusted tire service point, which has truly impressed us. The combination of strong expertise and local customer relationships makes them an ideal partner, and we are proud that they have chosen to join us. This marks an important first step as we pursue our ambition to build a nation-wide service network in Norway," says David Boman, CEO at Citira.

"When we started Dekkservice Kvinesdal, our goal was to build a tire shop that customers could trust for timely and high-quality service. After more than 25 years, I am incredibly proud of the relationships we have built with customers and the team we have become. Joining Citira will now allow us to focus fully on further developing the business while leveraging the resources of a larger organisation, and it is exciting to do so as their first service point in Norway," says Ivar Røyseland of Dekkservice Kvinesdal.

Dekkservice Kvinesdal will continue to operate with the same team in the same location, and the team will continue to manage the businesses with the support of Citira's resources for continued development. Ivar Røyseland will become a co-owner of Citira.

### **Contact**

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**About Citira**

Citira is a circular tire management provider. Our company offers tire service, collection and retreading of worn-out tires, as well as sale and delivery of replacement tires. Our inhouse logistics enables a circular flow of products – delivering replacement tires, while collecting used casings.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company supports customers in gaining more uptime, reducing environmental impact, lowering costs, and meeting safety requirements.

Citira consists of 150+ directly operated service points, 38 affiliated service points, 5 retreading sites, 1000+ employees and inhouse logistics covering Northern Europe. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit [citira.com](https://citira.com) and follow us on LinkedIn.