

MEKO AB  
Box 196 42  
SE-111 64 Stockholm  
Visiting address:  
Klarabergsviadukten 70, C6  
Tel: +46 (0)8 464 00 20

## **MEKO implements management changes in Norway**

**Geir Hoff, Head of MEKO's Norwegian operations in the Sweden/Norway business area, will assume responsibility for the entire business in Norway. The change takes place as Morten Birkeland, responsible for the Norwegian business area Sørensen og Balchen, retires and leaves Group Management.**

"I look forward to continuing to strengthen Sørensen og Balchen's business and distinct character together with the dedicated team. At the same time, we are entering the next phase of development with our high-tech central warehouse, which is now shared by all of MEKO's operations in Norway. This gives us important competitive advantages and better service to our Norwegian customers across all operations," says Geir Hoff.

Geir Hoff is currently responsible for the leading concepts Mekonomen and MECA in Norway, which constitute an important part of the Sweden/Norway business area. At the same time, Sørensen og Balchen has for many years operated a separate and successful wholesale business in the Norwegian automotive aftermarket, which also includes the BilXtra retail and workshop concept. In 2025, MEKO built a new automated central warehouse outside Oslo, which now brings together all central goods handling for Mekonomen, MECA and Sørensen og Balchen.

Morten Birkeland has been Head of Sørensen og Balchen for 18 years and will retire as of July 1, 2026. In connection with this, he will also leave MEKO's Group Management.

"It has been a long and fantastic journey in which Sørensen og Balchen has created one of Norway's strongest offerings to workshops and car owners. Now is a natural time for me to hand over. The business is also entering an important phase with a new logistics solution for all strong concepts in Norway, and I am convinced that this is right and will strengthen the offering to our customers within Sørensen og Balchen and BilXtra," says Morten Birkeland.

### **For further information, please contact:**

Anders Oxelström, Director of Communications, MEKO  
Phone: + 46 73 522 52 42  
Email: [anders.oxelstrom@meko.com](mailto:anders.oxelstrom@meko.com)

### **About MEKO**

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our wholesale and workshop brands include Mekonomen, MECA, Balti Autosaad, BilXtra, FTZ, Fixus, Inter-Team, and Sørensen og Balchen – among many others.