

Däckteam and Citira's tire shops part ways – Continuing under separate chain brands

Däckteam, a Swedish tire services chain, and Citira, a Northern European tire management provider, have jointly decided to go their separate ways. Going forward, the two operations will be conducted under separate chain brands, with supplier agreements negotiated and entered into by each party independently.

The decision means that Däckteam will continue its operations as an independent chain, while the tire shop owners who have chosen to sell their businesses to Citira will continue under Citira's brand and structure.

The change is being made by mutual agreement, with the aim of creating clarity, long-term stability, and the best possible conditions for each chain's continued development.

"We would like to thank the tire shops concerned for a long and successful collaboration, and we wish them all the best going forward," says Martin Tillsten, CEO of Däckteam

"Our tire shops have had a long and constructive partnership with Däckteam for many years, and I would like to thank Däckteam and its organization for a good collaboration," says David Boman, CEO of Citira.

Both parties now look forward to fully focusing on their respective business models, chain concepts, and supplier partnerships.

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 120+ directly operated service stations, 39 affiliated service stations, 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 and follow us on LinkedIn.