

PRESS RELEASE
December 12, 2023

Hedin Mobility Group intends to acquire Ford's import and distribution operations in Finland

Hedin Mobility Group continues to grow as major European Ford partner.

Hedin Mobility Group AB (publ) and Ford Motor Company have signed a non-binding Memorandum of Understanding (MoU) regarding the acquisition of Ford's national sales company in Finland. Through the proposed transaction, which is expected to be completed around the turn of 2024/2025, Hedin Mobility Group will take over the business of import and distribution of Ford passenger cars, light commercial vehicles, and spare parts and accessories on the Finnish market.

In recent years, Hedin Mobility Group has taken a leading position in the development where OEM-independent importers/distributors with own retail operations have become an increasingly common distribution model in the automotive industry. The Group is currently an importer and/or distributor for ten vehicle manufacturers in several countries across Europe – including Ford passenger cars and LCVs in Sweden and the Ford F-150 in the European market.

Hedin Mobility Group is a Ford retailer in Sweden, Finland and the Netherlands, representing the brand with a total of 44 sales points. In the Finnish market, dealer group Hedin Automotive currently operates Ford dealerships in Helsinki, Raisio, Espoo, Porvoo, Varkaus and Pori with a 23% share of the Ford sales in the country. Ford currently has a total of 34 dealerships, 16 authorized service outlets and 4 spare part partners across Finland, selling almost 5,000 vehicles since January 2023.

Anders Hedin, founder and CEO of Hedin Mobility Group said: *"We are proud to deepen our existing partnership with Ford Motor Company and look forward to further invest in the Ford brand – one of the largest in our Group portfolio. Ensuring the brand experience of existing and new customers throughout the Finnish Ford network is at the heart of this collaboration, and we will draw on our experience as a distributor in multiple markets and our local knowledge of the retail market to facilitate continued success for Ford in Finland."*

"The Hedin Mobility Group is a highly experienced vehicle importer and distributor across the region, including the successful import and distribution of the Ford brand in Sweden since 2021. We are confident they will create the right framework for Ford's future development and success in Finland", said Jon Williams, General Manager for Ford Blue, Ford in Europe.

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Press contact

Magnus Matsson
PR & Communication Manager, Hedin Mobility Group
+46 31 790 00 82
press@hedinmobilitygroup.com

About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,000 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 330 own dealerships with a total of over 800 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, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern 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

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.

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Image Attachments

[2023 Ford New Electric Explorer](#)

Attachments

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