

PRESS RELEASE  
July 31, 2023

# Hedin Mobility Group expands its UK presence with acquisition of Stephen James Group

## Hedin Mobility Group grows its British operations and adds BMW and MINI to the UK brand portfolio.

MÖLNDAL, SWEDEN, July 31, 2023 -- Hedin Automotive Ltd., a subsidiary to Hedin Mobility Group, has entered into an agreement to acquire all shares in Stephen James Alliance Ltd. The transaction comprises all operations of the esteemed BMW and MINI retailer Stephen James Group, including new and used car sales and a breadth of aftermarket operations.

Stephen James Group employs circa 400 people across five BMW retailers and three MINI retailers, all within the Greater London area. The group offers a comprehensive range of automotive solutions, selling over 6,000 new and used cars annually. Stephen James is well known for its dedication to exceptional customer service and is one of the top-ranked BMW and MINI retailer groups in the UK.

Through the acquisition of Stephen James, Hedin Mobility Group will strengthen its position in the UK – Europe's second largest car market. It will allow Hedin Mobility Group to bolster its presence in this key market and deliver first-class services to an expanding customer base.

By adding Stephen James' operations, Hedin Mobility Group will also further strengthen its position as one of Europe's largest retailers of BMW and MINI. Following the completed acquisition of Stephen James and [the recently announced acquisition of a retailer group in the Netherlands](#), Hedin Mobility Group will represent BMW and MINI at a total of more than 65 sales points in Sweden, Norway, Finland, Switzerland, Netherlands, and the UK.

### **Anders Hedin, founder and CEO of Hedin Mobility Group said:**

*"We are enthusiastic for the opportunity to welcome the Stephen James Group into the Hedin family. This acquisition marks another significant step in our growth strategy and strengthens our commitment to providing outstanding experiences to customers in the UK. We admire the reputation and expertise that Stephen James has cultivated over the years, and we look forward to leveraging their strengths to grow our Group's BMW business and to continue creating value for customers and employees."*

### **Richard Ennis, Group Managing Director of Stephen James Group said:**

*"We are thrilled to join forces with Hedin Mobility Group. Their international presence, industry expertise, and customer-centric approach align closely with our own values. This new chapter presents exciting opportunities for our employees and customers alike. With the backing of Hedin Mobility Group's pan-European operations, we are undoubtedly well placed to drive innovation and change whilst continuing to put the customer and employee experience right at the heart of everything we do."*

PRESS RELEASE  
July 31, 2023

Subject to regulatory approval, the transaction is expected to be completed in August 2023.

**Press contacts**

Magnus Matsson  
PR & Communication Manager, Hedin Mobility Group  
+46 31 790 00 82  
[press@hedinmobilitygroup.com](mailto:press@hedinmobilitygroup.com)

Richard Ennis  
Group Managing Director, Stephen James Group  
+44 20 8344 0900  
[richard@stephenjames.co.uk](mailto:richard@stephenjames.co.uk)

**About Stephen James Group**

The Stephen James Group was established in 1973 as a used car dealer and in 1985 became an authorised BMW and MINI automotive retailer principally based in Enfield, North London. Today the group operate five BMW and three MINI Centres located in Enfield, Woolwich, Bromley, Ruxley and a city retail outlet in Blackheath – offering a range of automotive services, including new and used car sales, aftersales support, servicing, and repairs.

Stephen James is an employee-owned business that prides itself on offering customers the highest level of expertise, knowledge and friendly service whether the customer is interested in the purchase of a new or used car or require a service or mechanical repair to its vehicle.

PRESS RELEASE  
July 31, 2023

## About Hedin Mobility Group

---

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 8,000 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 some 270 own dealerships with a total of over 550 sales points under names such as Hedin Bil, Hedin Automotive, Bavaria and Motor-Car.
- 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 Tuve Bygg AB 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

---

[Stephen James Enfield](#)  
[Stephen James Ruxley](#)  
[Stephen James Bromley](#)  
[Stephen James Woolwich](#)  
[Stephen James Blackheath](#)

PRESS RELEASE  
July 31, 2023

## Attachments

---

[Hedin Mobility Group expands its UK presence with acquisition of Stephen James Group](#)