

PRESS RELEASE  
June 16, 2023

## Hedin Bil appointed official agent for smart in Sweden

**Hedin Bil and smart continue to build on a two-decade long partnership to bring sustainable urban mobility to Swedish users.**

MÖLNDAL, SWEDEN, June 16, 2023 -- Hedin Mobility Group's market-leading Swedish dealer group Hedin Bil has been appointed official agent for the pioneering city car brand smart. The agreement comprises vehicle sales as well as aftermarket services for smart cars on the Swedish market.

Hedin Bil will represent smart with a full-service offering at prime locations in Stockholm, Gothenburg and Malmö. In addition, the dealer group will offer smart customers authorised service and workshop services also in Helsingborg, Jönköping, Linköping and Uppsala. The partnership prolongs a long collaboration between the Hedin group and smart, a relationship that began 20 years ago when Hedin Bil became a retailer of smart in western Sweden.

The smart brand has always been a front-runner when it comes to city cars. As the brand now is being relaunched within a Mercedes-Benz and Geely joint venture, a new generation of models will be introduced, starting with the all-new smart #1 – a fully-electric compact SUV specifically designed with the new mobility needs of users in mind.

Official sales start for smart #1, as well as first deliveries to Swedish customers, is expected to begin in September. Swedish prices will be announced shortly.

**Jesper L. Petersen, CEO of smart Sweden AB said:**

*"We are very excited to launch the new smart #1 and upcoming products on the Swedish market with Hedin as official agent. With a strong organisation in smart Sweden AB combined with Hedin Mobility Group's strength as one of Europe's largest retailers, we look forward to delivering the new smart to expectant customers in Sweden. In Hedin Mobility Group we have a strong partner that shares our vision of creating great customer experiences that are of the same high level and quality as our products."*

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

*"We are delighted to continue our two-decade long partnership with smart and for the opportunity to serve as the brand's official agent on the Swedish market. The new generation of smart models have a lot to offer the modern customer, and we are looking forward to work together with smart to bring sustainable urban mobility to Swedish users."*

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### Press contact

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### About Hedin Mobility Group

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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)

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### Image Attachments

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Smart #1 Brabus Black Metallic  
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