

PRESS RELEASE
February 27, 2023

Hedin Automotive acquires three Peugeot dealers in northern Netherlands

Hedin Mobility Group grows with Peugeot and strengthens its position on the Dutch market.

MÖLNDAL, SWEDEN, February 27, 2023 -- Hedin Automotive B.V., a subsidiary to Hedin Mobility Group, has reached an agreement with Emil Frey to acquire the Peugeot activities of three Dutch dealers. Through the acquisition, Hedin Automotive expands its dealer network in the north of the Netherlands and thereby strengthens its position on the Dutch automotive market.

The acquisition concerns three Peugeot branches of Nefkens, part of Emil Frey, in Assen, Groningen and Veendam. The dealerships employ a total of 56 people in car sales, workshop and parts. After the takeover, all current staff will be employed by Hedin Automotive.

The dealerships in Assen and Veendam will continue as Peugeot dealers under the name Hedin Automotive. For Groningen, the Peugeot business will be added to Hedin Automotive's existing branch in Groningen at Rostockweg, which is currently already representing Abarth, Alfa Romeo, Fiat, Fiat Professional, Jeep and Opel.

In addition to a body shop, Hedin Automotive also operates another dealership in Groningen at Koldingweg, with Citroën, DS and RAM. Following the acquisition, Hedin Automotive will represent all but one (Maserati) of Stellantis' car brands that are sold in the Netherlands.

Eddy Haesendonck, CEO of Hedin Automotive B.V., said:

"We are pleased to have reached this agreement and to grow our Peugeot business. These branches in northern Netherlands will be a valuable addition to our network. Nefkens has created a good market position for Peugeot in the region and together with the employees we will further expand this while we continue to deliver excellent service and value to existing and new customers."

The transaction is subject to approval by the relevant competition authorities. The transfer of business is expected to take place on March 31, 2023.

Press contacts

Wilma Minzey
Corporate Communications, Hedin Automotive B.V.
wilma.minzey@hedinautomotive.nl

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Bastiaan Geurts
Chief Marketing Officer, Hedin Automotive B.V.
Bastiaan.geurts@hedinautomotive.nl

About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest privately owned mobility solutions providers, with approximately 7,500 employees and operations in 13 countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles*.

Hedin Mobility Group provides sales of new and used passenger cars, commercial vehicles and trucks, as well as aftermarket services, to both private and corporate customers. Sales take place both online and via a European dealer network of around 260 wholly owned dealerships.

The Group represents more than 40 brands and is also the importer for Ford in Sweden and Ford F-150 in Europe; Renault, Dacia and Alpine in Sweden and Denmark; Hongqi in Sweden and the Netherlands; Dodge and RAM in Europe; and for INEOS Grenadier in eleven countries**, as well as distributor for MG in Sweden and for BYD in Sweden and Germany.

In addition, the Group's operations include wholesale and distribution operations of tires and spare parts, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the corporate leasing company Unifleet AB and co-ownership in Pendragon PLC and iMove AS.

www.hedinmobilitygroup.com

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

* Including approx. 21,500 vehicles attributable to operations transferred from Hedin Group AB in October 2021.

** Belgium, the Netherlands, Luxembourg, Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania and Switzerland.

Image Attachments

[Hedin Automotive – Peugeot Nefkens Assen](#)

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Attachments

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