

PRESS RELEASE
July 5, 2021

Hedin Bil opens MG Brand Store on Avenyn in Gothenburg

Hedin Bil, a subsidiary of Hedin Group AB, is growing further by opening a pop-up store for MG on Avenyn in central Gothenburg.

MG, which was relaunched in Sweden in April this year, has had a successful start. In June, the MG ZS became the best-selling electric car in Sweden. To meet the great customer interest, Sweden's first pop up store for the car brand - MG Brand Store Avenyn is now opening in one of Gothenburg's best locations.

The concept of pop-up store complements existing sales and service points for MG in a good way. The location on Kungsportsavenyn, which is Gothenburg's well-known parade street, opens up for new customer groups to discover a new electrified generation of MG. Here is a natural flow of people with an urban lifestyle that is appealed to by the affordable range of electric and electric hybrids from MG. Here, visitors will be able to discover the latest models from the brand and at the same time and get help from our advisors and product experts.

"We are expectant and very happy to have the opportunity to open our new MG Brand Store here on Kungsportsavenyn", says Kimberly Greko, Store Manager MG Brand Store Avenyn.

In the shop on the avenue, both the electric car MG ZS and the hybrid MG EHS will be available and during the autumn, the brand new electric car Marvel R will also be on site. All models have a 7-year warranty.

MG is a new old car brand in Sweden and MG has been ahead of its time ever since the car manufacturer started in Morris Garages in 1924 and now a new generation can choose a car from this iconic brand. Redesigned, electric and ready for the future.

The store is located at Kungsportsavenyn 26, 411 36 Gothenburg.

Welcome today and discover the new MG!

More information

Media & press: press@hedingroup.com

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About Hedin Group

The Hedin Group includes the Hedin Bil Group together with e.g. Klintberg & Way, Mabi Mobility, Car to Go Sweden, Hedin Motor Company (Ford) and Tuve Bygg. Hedin Group is also a shareholder in Lasingoo, Consensus Asset Management and imove. The Group's turnover during the rolling 12 months is estimated to appr. 3.5 billion EUR and the number of employees is appr. 3,600. www.hedingroup.com

Image Attachments

[MG Popup Gbg](#)

Attachments

[Hedin Bil opens MG Brand Store on Avenyn in Gothenburg](#)