

PRESS RELEASE  
June 11, 2025

## **Hedin Nordic Truck strengthens focus on importer role – divests operations in Odense and transfers site in Gothenburg**

**MÖLNDAL, 9 June 2025 – As part of a strategic shift to more clearly focus on its role as the Nordic importer of IVECO, Hedin Nordic Truck – a subsidiary of Hedin Mobility Group – has decided to sell its wholly owned company in Odense, Denmark, to REA Erhvervsbiler, and to transfer its site in Gothenburg, Sweden, to Transportbilcenter Göteborg AB (TRBC).**

Both transactions mean that Hedin Nordic Truck is exiting the direct retail business in these locations and instead partnering with established external dealers with proven expertise and strong local presence. The aim of these deals is to create the best possible conditions for continued growth and enhanced customer satisfaction for the IVECO brand, both in the Gothenburg region and on the island of Funen.

### **Strategic streamlining with a focus on customer value**

*“Everything we do should create value for our customers. When we see that this is best achieved in partnership with strong external dealers rather than through direct ownership, it becomes a natural step. The transfer in Gothenburg and the sale in Odense enable a more efficient structure in which our dealer partners can grow, while we as the importer strengthen our flexibility and focus,”* says John Hurtig, CEO of Hedin Nordic Truck.

In Gothenburg, the transaction is structured as a business transfer, in which the entire local operation, including employees, assets and obligations, is transferred to Transportbilcenter Göteborg AB (TRBC). TRBC, an established player with several years of experience with IVECO, will continue the business through a newly formed subsidiary. The goal is to create the best possible conditions for the continued development of IVECO in the Gothenburg region, with a particular focus on accessibility, customer satisfaction, and long-term growth.

In Odense, the transaction is a share deal, whereby REA Erhvervsbiler – one of Denmark's largest IVECO dealers – acquires the wholly owned subsidiary Hedin Nordic Truck Retail A/S. The transaction includes the company as a legal entity, along with its property and employees.

### **Continued retail operations in Sweden and a strengthened importer role**

Hedin Nordic Truck continues its retail operations in Sweden through its sites in Malmö and Helsingborg, which will continue to operate without change. The transfer in Gothenburg is part of a long-term strategy to consolidate and strengthen Hedin Nordic Truck's role as the Nordic importer of IVECO, in close collaboration with selectively chosen dealer partners.

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*"This structure enables a stronger and more customer-focused dealer network. By focusing on our role as an importer and collaborating with the right local actors, we can ensure a consistent and high-quality customer experience,"* concludes John Hurtig.

**About Hedin Nordic Truck**

Hedin Nordic Truck is the exclusive importer of IVECO light and heavy commercial vehicles in the Nordic region and a wholly owned subsidiary of Hedin Mobility Group. The company is headquartered in Albertslund, Denmark.

**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 11,800 employees and operations in 14 countries. In 2024, net sales amounted to SEK 92.3 billion and the Group sold more than 259,000 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, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, MG, XPENG and NIO, 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 more than 50 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 the names Hedin Automotive, Carstore, and Stephen James.
- 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 Mercedes-Benz Financial Services Slovakia, Lasingoo Sverige and Casi.

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 the Hedin Construction 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.

[www.hedingroup.com](http://www.hedingroup.com)

## Image Attachments

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### **Attachments**

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