

PRESS RELEASE
March 26, 2024

Raine Wermelin appointed COO for Hedin Mobility Group's Nordic retail operations of BMW and MINI.

Hedin Mobility Group and BMW have a successful and strategically important partnership in the European car market. Currently, Hedin Mobility Group operates 49 dealerships for the brand in Norway, Sweden, Finland, Switzerland, the United Kingdom, and the Netherlands. To further develop the business, the operations in Norway, Sweden, and Finland are now being coordinated into a unified Nordic organization.

To lead the development of the new organization within Hedin Mobility Group, Raine Wermelin is appointed as Chief Operating Officer. The respective CEOs of Bavaria Norway, Bavaria Sweden, and Bavaria Finland will report to the COO. The appointment will take effect on April 8th.

Raine Wermelin has 17 years of experience in leading positions within Volkswagen Group Sweden, including the role of Director for Porsche Sweden where he demonstrated significant business growth in the Swedish market over nine years. He most recently served as Business Performance Director for Hedin Mobility Group. He succeeds Marcus Larsson, who will increase his involvement in Hedin Mobility Group's operations as a retailer and importer in the strategically important German market, as well as in the group's spare parts division.

"Hedin Mobility Group is one of Europe's largest retailers of BMW and MINI. We are delighted to have Raine on board to lead our continued growth in the Nordics with these important brands. With his solid experience and industry knowledge, we are enhancing our focus on this strategically important business. I would also like to extend a big thank you to Marcus Larsson for his valuable contributions to these companies," says Anders Hedin, CEO of Hedin Mobility Group.

"I am truly looking forward to the opportunity to continue in this new role within Hedin Mobility Group – its growth and ongoing ambitions are very inspiring. My experience from previous assignments within the industry and the group will help me contribute to the continued development of the business with BMW and MINI in the Nordic markets," says Raine Wermelin.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,500 employees and operations in 14 countries. In 2023, net sales amounted to SEK 81.7 billion (approx. €7.1 billion) and the Group sold more than 218,000 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 45 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 names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- 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 (formerly Imove).

Read more on 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

Image Attachments

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Attachments

Raine Wermelin appointed COO for Hedin Mobility Group's Nordic retail operations of BMW and MINI.