

PRESS RELEASE
April 15, 2026

Hedin Automotive appointed retailer for Hyundai in Sweden

Hedin Automotive has entered into an agreement with Hyundai Motor Sweden to become an authorised retailer of Hyundai passenger cars in Sweden, with sales and aftermarket operations commencing in May 2026 in Stockholm and Gothenburg.

The agreement means that Hyundai becomes part of Hedin Automotive's offering in Sweden and builds on the existing collaboration between Hedin Mobility Group and Hyundai Motor Company, which already includes retail operations in Germany and Slovakia.

Hedin Automotive will initially offer sales and aftermarket services for Hyundai at three locations in Stockholm and Gothenburg. Sales are scheduled to commence in the beginning of May.

"This partnership with Hyundai is in line with our strategy to continue developing our portfolio by focusing on brands with strong global credentials and a competitive product offering. Hyundai is an established player with clear potential in the Swedish market, and together we see good opportunities to strengthen its position," says Rickard Magnusson, COO Hedin Automotive Sweden.

Hyundai Motor Company is one of the world's largest vehicle manufacturers, and the Hyundai brand holds an established position in Europe, where it continues to develop its offering, including through its dedicated BEV line-up IONIQ. In Sweden, the model range includes fully electric vehicles as well as hybrids, plug-in hybrids and petrol cars.

Sweden is a prioritised and strategically important market for Hyundai Motor Sweden, which is currently focused on strengthening both brand presence and its retail network.

"We are committed to strengthening Hyundai's position in Sweden. A key part of this work is to develop a strong and stable dealer network. Partnering with Hedin Automotive, with its experience and strong market position, is an important step in that direction," says Osvaldo Valentini, CEO Hyundai Motor Sweden.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with approximately 11,000 employees and operations in 13 countries. In 2025, net sales amounted to approximately SEK 90 billion and the Group sold approximately 260,000 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 Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, BYD Trucks, 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 310 own dealerships with a total of over 800 sales points under the names Hedin Automotive and Carstore.
- 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 Group.

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.

www.hedingroup.com

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Image Attachments

Hyundai IONIC 9_Photo Hyundai Motor Sweden
Rickard Magnusson - COO Hedin Automotive
Osvaldo Valentini Hyundai Motor Sweden

Attachments

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