

PRESS RELEASE
December 30, 2021

Hedin Mobility Group welcomes Toyota as new car brand in the group

The automobile sector and its associated dealer network is in constant motion and the acquisition of Toyota De Laat in Sint-Pieters-Leeuw by Hedin Mobility Group is yet another proof of this. The acquisition took place on December 29 through the subsidiary Hedin Automotive Belgium AB, which thus becomes a multi-brand dealer in Belgium.

Hedin Automotive has been active in Flanders since 2018. In that relatively short time it has grown into the largest Mercedes-Benz dealer group in Belgium with 15 dealerships in three provinces.

Through the entry of Toyota De Laat, the first stone has now been laid to implement the multi-brand strategy in Belgium as well. Hedin Automotive strongly believes in Toyota's vision of the future and sees it as the perfect complement to its existing brands. The local anchoring and contact with existing Toyota customers will always be the focus, but now with the help of the economies of scale that a large dealer group provides.

Hedin Mobility Group's three core values will also be incorporated into the new Toyota dealer: reliability, credibility and availability.

The acquisition is expected to be completed in January 2022.

For further information:

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest privately owned car retailer. The Group carries more than 30 car brands and provides full service offering to both private and corporate customers. The business is represented in over 140 locations in Sweden, Norway, Belgium, Switzerland and Germany.

The portfolio further includes distribution of the brands Ford and MG in Sweden, Dodge RAM in Europe, distribution of spare parts and wheels, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the business leasing company Unifleet AB as well as part ownership in Pendragon PLC and Imove AS.

Hedin Mobility Group is a part of the Hedin Group together with Tuve Bygg AB and I.A. Hedin Fastighet AB. Hedin Group is also a shareholder in Consensus Asset Management AB and Ripam Invest AB which owns the hotel business Marstrands Kurhotell, Kurbadhus and Societetshus. www.hedingroup.com

Image Attachments

Hedin Automotive Förvärvar Toyota De Laat

Attachments

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