

PRESS RELEASE  
December 2, 2024

## Hedin Mobility Group launches the Nordic region's first large-scale facility for wheel refurbishment

**MÖLNDAL/BÅLSTA, 2 December 2024 – Refurbishing damaged wheels is often cheaper than purchasing new ones, while also contributing to reduced environmental impact. Through its subsidiary Hedin Wheel Tech, on December 2, Hedin Mobility Group is launching the Nordic region's first large-scale facility dedicated to refurbishing aluminium wheels. This initiative further strengthens the Group's circular business efforts.**

Aluminium is one of the most carbon-intensive materials in vehicle production. Aluminium wheels, being a highly material-intensive component, significantly contribute to a vehicle's overall emissions during the production stage. Refurbishing damaged wheels instead of replacing them with new ones reduces the need for virgin materials, thus lowering the CO2 emissions associated with new production – which in turn reduces the environmental impact. Additionally, wheel refurbishment is often more cost-effective than buying new wheels. Until now, wheel refurbishment has only been done on a small scale in the Nordics. Now, through its subsidiary Hedin Wheel Tech, Hedin Mobility Group is establishing the first large-scale aluminium wheel refurbishment facility in Sweden and the Nordic region, located in Bålsta, north of Stockholm.

*“There are many reasons why wheel refurbishment is important. As demand for circular solutions within the automotive industry grows, this is an opportunity we want to capture while at the same time contributing to the circular transition. Our production facility has the capacity to refurbish up to 150 wheels per shift. On December 2, we're launching the service in Sweden, with plans to soon meet the total Nordic demand for this type of service. By offering a faster, more cost-effective, and solution with higher quality than what's currently available, we aim to increase accessibility and awareness around circularity. We are confident this will drive demand for wheel refurbishment as a profitable alternative to replacement, and we expect to see a growing market. In short, we're offering the industry a smart choice, both economically and environmentally,”* says Peter Jürgensen, Aftersales Director at Hedin Mobility Group.

### **E-commerce flow makes it quick and easy**

The wheel refurbishment service will be available nationwide through a logistics partnership with PostNord. The solution is built around an e-commerce flow, where customers can easily book pickup online, sometimes as quickly as the same day, but at the latest by the next day. Once the refurbishment is complete, the wheels are delivered back via PostNord. The service will operate similarly in Norway, Finland, and Denmark when launched there, expected in early 2025.

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*"We're targeting both Hedin Mobility Group's retail operations within Hedin Automotive and other car retailers on the market, as well as leasing and rental car companies and tire workshops. We also hope that insurance companies, which currently often choose to replace wheels instead of refurbishing them, will now see wheel refurbishment as their first option,"* says Martin Edlund, Business Manager of Hedin Wheel Tech and responsible for the wheel refurbishment operations in Bålsta.

Initially, the initiative will employ six staff members. Hedin Mobility Group already offers large-scale aluminium wheel refurbishment via its UK subsidiary RRT.

**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 12,500 employees and operations in 14 countries. In 2023, net sales amounted to SEK 81.7 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, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, 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 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 350 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore, Stephen James and Motor Car Group.
- 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)

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### **Image Attachments**

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[1920x1080 Pressrelease Eftermarknad 1](#)

### **Attachments**

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[Hedin Mobility Group launches the Nordic region's first large-scale facility for wheel refurbishment](#)