

PRESS RELEASE  
October 29, 2025

## Jonas Ericsson appointed CEO of Hedin Automotive's BMW business in Sweden

**Mölnadal, 29 October 2025 – Jonas Ericsson has been appointed new Managing Director of Hedin Automotive Bavaria, the BMW retailer within Hedin Mobility Group. Jonas has been part of the Group since 2016 in several senior positions, most recently as COO with responsibility for all 14 sites within the BMW business.**

With 21 years of experience from the banking and automotive industries, Jonas Ericsson now steps into the role with clear priorities: to strengthen profitability and customer satisfaction through increased collaboration between the dealerships, and to further develop a needs-based sales approach across both the vehicle and service markets.

*"There is a strong drive and a great deal of expertise within the organisation. My focus will be to build on what works best, share best practice, and continue developing a customer experience that matches a premium brand while strengthening our relationship with BMW customers and driving the business forward,"* says Jonas Ericsson.

Jonas succeeds Magnus Monié, who after nearly eight years in various senior roles within the company will retire in April 2026.

*"I would like to extend my sincere thanks to Magnus for his valuable contribution to Hedin Automotive Bavaria over many years. He has played a key role in the company's development and has been a much-appreciated leader with a great passion for both people and the brand,"* says Rickard Magnusson, COO of Hedin Automotive Sweden.

*"Jonas is a confident and dedicated leader with both heart and sharpness. He knows the organisation inside out and enjoys great trust from employees and the manufacturer alike. With Jonas at the helm, Hedin Automotive's BMW business is well equipped for the future,"* concludes Rickard Magnusson.

### 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 11,500 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 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 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](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.

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

## Image Attachments

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[Jonas Ericsson 1920x1080 \(2\)](#)

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### **Attachments**

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