

PRESS RELEASE  
September 13, 2023

## Richard Ennis appointed CEO of Hedin UK

**Richard Ennis assumes the overall responsibility for Hedin's current retail activities in the UK, joined by Peter Williams as CFO.**

In April 2023, Hedin Mobility Group established its first own automotive retail activities in the UK through the acquisition of four Mercedes-Benz dealerships in London, now operating under the Hedin Automotive trademark.

With the recently completed acquisition of Stephen James Group, Hedin's UK retail presence expanded to include also BMW and MINI with an additional five locations within the Greater London Area – growing the business to a total footprint of 14 sales points and 9 workshops.

Richard Ennis, Group Managing Director of Stephen James Group with more than 25 years' automotive industry experience, has today been appointed CEO of Hedin UK with overall leadership and management responsibility for all current retail activities. He will be joined in this work by Peter Williams as CFO of Hedin UK.

The Mercedes-Benz business in Hedin Automotive London will continue to be led by Managing Director Stephen Trowell, while a permanent successor to Richard Ennis as Managing Director of the BMW business within Stephen James Group is under recruitment.

Commenting on his new position, Richard Ennis said: *"I am very proud and privileged to lead the UK retail operation for Hedin Mobility Group and can't wait to get to started. I have been so impressed with Anders Hedin and his team. It is clear that we share the same philosophy on how to make a business brilliant and we will continue to invest heavily into the employee and customer experience that will set us apart from the competition. Hedin UK now represents two of the most exciting, premium automotive brands in the world with Mercedes-Benz and BMW, and our vision is to build the very best UK automotive business."*

### Press contacts

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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 10,000 employees and operations in 14 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 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 over 40 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 300 own dealerships with a total of over 700 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 Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

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 Tuve Bygg 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)

### Image Attachments

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[Richard Ennis CEO Hedin UK](#)

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**Attachments**

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