

Nummelan Rengasmyynti joins Lapin Kumi, part of Citira - expanding the Lapin Kumi & Citira service network north of Helsinki

Today Nummelan Rengasmyynti, a leading service station in Uusimaa north of Helsinki, is joining forces with Lapin Kumi, Citira's fast growing independent tire services business in Finland. This marks the next step in Citira's ambition to expand Lapin Kumi's highly appreciated service offering across Finland.

Nummelan Rengasmyynti is a leading Finnish service station in Uusimaa, northwest of Helsinki, in Finland. The service station has been run by the Silfverberg family since 1988. The company today serves heavy vehicles as well as passenger cars and has since inception built a strong local reputation and long customer relations in Uusimaa.

"The Silfverberg family has been running an impressive and high-quality tire business since 1988. We see their business model as an excellent complement to Lapin Kumi's growth story, and we can also support the growth of Nummelan Rengasmyynti," says Ville Ruokanen, CEO of Lapin Kumi.

"I believe our growth will be strongest together with Lapin Kumi. Through this deal, we gain even better opportunities to develop our operations and provide our customers with even better service. Our whole staff is looking forward to this new chapter," says Jari Silfverberg, CEO of Nummelan Rengasmyynti.

Nummelan Rengasmyynti will continue as Lapin Kumi Nummela with the same team as before. Jari Silfverberg will remain operational in the company and become a co-owner of Citira.

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About Lapin Kumi

Lapin Kumi is an independent tire service chain in Finland, founded in Roveniemi and run by the Ruokanen family since 1947. The current CEO, Ville Ruokanen, represents the third generation in the family business. Ville's grandfather, Veikko Keskiruokanen, started the company by repairing rubber boots. Lapin Kumi is part of Citira.

About Citira

Citira is a circular tire management provider. Our company offers tire service, collection and retreading of worn-out tires as well as sale and delivery of replacement tires. Our inhouse logistics enables a circular flow of products – delivering replacement tires, while collecting worn-out ones.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company support customers in gaining more uptime, reduce environmental impact, lower costs, and meet safety requirements.

Citira consists of 52 service stations, 5 retreading sites, 700+ employees and inhouse logistics covering the Nordics and Poland. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit citira.com and follow us on LinkedIn.