

Däck-In i Halmstad joins Citira – increasing the group's reach on Sweden's west coast

Today, Däck-In, a leading tire shop in Halmstad is joining forces with Citira. This underlines our continued effort to add strong and well-known service providers, across our geographic footprint, to our growing group in Northern Europe

Däck-In was founded in 1983 in central Halmstad and has since inception built a reputation for delivering high-quality service to private and business customers. The tire shop moved to its current premises in 1990, and in 2019 it was taken over by Oskar and Micke Johnsson. Today the company serves customers across all vehicle types, with a particular focus on the PCR segment.

"We are very excited to welcome Oskar, Micke and the team to our group" said David Boman, CEO of Citira. "With Däck-In we are happy to add a well-known service point with a great reputation to our growing coverage along the E6 traffic corridor. We look forward to collaborating with Däck-In and improve Citira's service offering to customers in and around Halmstad."

"Having run the business together with Micke since 2019, joining forces with Citira feels like the natural next step in Däck-In's evolution. We really look forward to becoming part of Citira and benefit from the group's collective experience as well as continue growing and developing together in Halmstad." says Oskar, Däck-In.

Däck-In will continue to operate under the same name and with the same team. Oskar will remain operational in the company and become co-owner of Citira.

Contact

David Boman, CEO at Citira
Email: press@citira.com

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 used casings.

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

Citira consists of 115 directly operated service stations, 39 affiliated service stations, 5 retreading sites, 1000+ 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.