

PRESS RELEASE  
June 10, 2024

# Helena Sauramo appointed Managing Director of Hedin Automotive Oy

**MÖLNDAL, 10 June 2024 - The Board of Hedin Mobility Group is pleased to announce the appointment of Helena Sauramo as Managing Director of Hedin Automotive Oy, effective September 23, 2024.**

Helena Sauramo will assume full responsibility for leading and developing Hedin Automotive's car retail operations in Finland for both Hedin Automotive Finland Oy and Hedin Automotive Retail Oy. Additionally, she will serve as the Managing Director of Hedin Automotive Oy, the parent company providing accounting, HR, and other administrative services to all Hedin Mobility Group subsidiaries in Finland.

Helena's leadership will be crucial in achieving the company's ambitious growth targets and solidifying its position as the leading car retailer in Finland. Additionally, she will focus on enhancing the company's esteemed reputation in the market.

*"The automotive industry is undergoing a major transformation, and in this new situation, companies that will succeed will benefit from economies of scale, as well as from comprehensive business model and value chain. Finland is one of our main markets, and I am pleased to welcome Helena as new Managing Director of our Finnish retail operations. She has strong background from automotive industry and solid track record from Managing Director positions."* says Anders Hedin, CEO of Hedin Mobility Group.

*"I am proud and excited to join Hedin Mobility Group and to be part of the journey towards the leading Finnish retail car operator. Hedin Automotive is a relatively new actor in Finland, but it has been formed through the acquisitions of traditional, well known and established companies such as Laakkonen and Delta Auto possessing great personnel and strong purpose of thriving towards excellent customer satisfaction,"* says Helena Sauramo.

Helena continues: *"My top priority will be to provide exceptional customer service and an outstanding customer experience. Ensuring high quality across our operations will create value for our employees, customers, and other stakeholders. Hedin Mobility Group's growth has been unprecedented, and we have many synergies to leverage and best practices and solutions to bring to Finland, in addition to continuing the integration of Finnish operations. I am approaching this role with ambitious growth and profitability goals".*

## 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, 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 more than 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 330 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 (formerly Imove).

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)

### Image Attachments

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[Helena Sauramo](#)

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**Attachments**

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[Helena Sauramo appointed Managing Director of Hedin Automotive Oy](#)