

PRESS RELEASE  
October 28, 2024

## Rickard Magnusson appointed COO of Hedin Automotive Sweden

**Earlier this autumn, Hedin Bil and Bavaria were united under the shared brand Hedin Automotive. Now, Hedin Mobility Group continues to strengthen its organisation by consolidating its entire Swedish retail operation under unified leadership. Rickard Magnusson, currently CEO of Hedin Performance Cars, has been appointed COO, Chief Operating Officer, of Hedin Automotive Sweden.**

As part of the work to establish a cohesive and strong presence in the markets where Hedin Mobility Group operates, the brands Hedin Bil and Bavaria were unified under the Hedin Automotive brand in early October. Europe's third-largest car dealer is now continuing to strengthen its Swedish retail organisation by consolidating it into one unified leadership. This new Swedish organisation will be led by Rickard Magnusson, currently CEO of Hedin Performance Cars, which sells Porsche in Sweden and Norway.

Alexander Orméus, who has until now served as CCO of Hedin Bil, has decided to pursue new challenges outside the Group.

Raine Wermelin will continue to be responsible for the Group's BMW operations in the Nordics.

The Norwegian Porsche operations will be organised under Hedin Automotive Norway and report to Hallvard Vikeså, CEO of Hedin Automotive Norway.

*"With the ongoing transformation in the automotive industry, it's clear that companies able to leverage economies of scale and an efficient value chain will hold a strong advantage. Sweden is Hedin Mobility Group's home market and, as such, is naturally of immense importance to us. To further empower our organisation, we are taking the crucial step of consolidating our entire Swedish retail operation under unified leadership, similarly to how we have done in several of our European markets. I have had the privilege of working alongside Rickard for many years, and I am very pleased to welcome him to his new role as COO of Hedin Automotive Sweden,"* says Anders Hedin, CEO of Hedin Mobility Group.

Rickard Magnusson has extensive experience within the Hedin Mobility Group. He began as an intern in 2005 and has advanced over the years through roles as car salesperson, site manager, brand manager, and corporate sales manager. Since 2018, he has been CEO of Hedin Performance Cars, which sells Porsche in Sweden and Norway. Rickard Magnusson also serves on the boards of several of the Group's subsidiaries.

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*“This is an exciting time in the automotive industry, and it feels both natural and empowering to bring our entire Swedish retail operation under one unified leadership. I am grateful for the trust placed in me and extremely proud of the journey I’ve been able to take within the Group. This truly is a company that offers all opportunities – starting as an intern in 2005, I worked with a clear goal of advancing within the company, and today I am honoured to lead Sweden’s largest car retailer. I look forward to developing our Swedish retail operations and to leading our fantastic team towards our ambitious growth goals,”* comments Rickard Magnusson.

### 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, Carstore, Stephen James and Motor Car Group.
- 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.

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)

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### **Image Attachments**

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[Rickard Magnusson](#)

### **Attachments**

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