

PRESS RELEASE  
May 2, 2024

## **Hedin Mobility Group consolidates its retail division under the brand name Hedin Automotive.**

**Hedin Mobility Group is one of Europe's largest vehicle retailers. The Group's dealership network spans over 12 countries, comprising more than 330 facilities and representing over 40 vehicle brands. Until now, each country has operated under local brands, but in 2024, all operations will be unified under the common brand name Hedin Automotive.**

*"We have come a long way since our first car dealership opened in 1985 - today, we are one of the major players in retail within the European automotive market. As we continue to grow, we want to do it together; unified under a common brand, with shared values, a common vision, and a strong focus on what matters most - our customers,"* says Anders Hedin, CEO of Hedin Mobility Group.

The consolidation means that the companies listed below will change their names and brands to Hedin Automotive:

- Sweden: Hedin Bil and Bavaria
- Norway: Bavaria
- Finland: Bavaria
- UK: Stephen James
- Hungary, Slovakia, and the Czech Republic: Motor Car Group, Orientik, Hosek Motors, and Autentik
- Germany: Torpedo Gruppe and KW Autohaus
- Switzerland: Alpina Group and HP Schmid
- Netherlands: Janssen Kerres and Renova

Hedin Automotive is already established as a brand in The Netherlands, Belgium, Finland, Switzerland, and UK. Operations that have not yet changed name in these markets will be integrated with existing companies under the Hedin Automotive brand. In conjunction with this, the logo for Hedin Automotive will also be updated to reflect the new consolidated operations.

The change will be implemented throughout 2024 with some variations between countries and companies - but with the goal of the change being complete in the beginning of 2025. The Carstore brand will continue to operate alongside Hedin Automotive in all markets as a specialist in used vehicles.

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## 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 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 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)

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## Image Attachments

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[Hedin Automotive](#)

## Attachments

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[Hedin Mobility Group consolidates its retail division under the brand name Hedin Automotive.](#)