

Citira appoints Urban Tibbelin as new Head of Sweden

As the next step in building Citira as a challenger in the Swedish market, Citira has appointed Urban Tibbelin as new Head of Sweden. He joins Citira with a deep expertise in driving profitable growth and building leading service chains.

Since the beginning of 2024, Citira has established itself as a new emerging actor on the Swedish tire services market, combining tire service, retreading and rim refurbishment, and distribution under one roof. Today, Citira Sweden provides tire services across 99 tire shops and 2 retreading sites, its fleet business serves more than 42,000 vehicles. As an organization, Citira Sweden is home to 700+ employees, from Skåne in the south to Norrbotten in the north.

Urban will lead the entire Citira Sweden business. He brings extensive experience in building highly commercial organization and driving profitable growth within private equity-owned companies and service networks. He joins Citira from the workshop chain Werksta, where he successfully built one of Sweden's leading vehicle repair chains, and accelerated its commercial performance.

"We are pleased to welcome Urban to Citira" says David Boman, CEO of Citira. "With his impressive track-record and deep experience in leading large customer-focused service organizations, he will be instrumental in taking Citira Sweden into the next phase of growth".

"Citira has built an impressive business in Sweden, with a clear vision to build a customer focused tire management partner. I look forward to working with our talented Swedish team and building a new rising star in the Swedish market" says Urban Tibbelin, Head of Sweden at Citira.

Urban Tibbelin assumed his position 3rd of November 2025.

Contact

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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 121 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.

Image Attachments**Citira November Urban Tibbelin FULL FORMAT****Citira November Urban Tibbelin PORTRAIT**