

## **Citira completes acquisition of Däckia**

**Citira has today closed the acquisition of Däckia from Pirelli. The acquisition represents an important milestone in Citira's journey to build a new Northern European challenger in its industry.**

Däckia brings a network of 61 directly operated service stations and 39 affiliated service stations, a recognized brand, a well-established fleet service operation and tire chain organization into Citira. Däckia reported a revenue of SEK c.850m 2024. Together, the combined group now consists of 114 own service stations and 39 affiliated service stations, 5 retreading sites, and c.1 000 employees.

The transaction marks a stepping-stone in Citira's strategy to build a flexible and customer-centric tire service network that can meet changing customer needs and high operational demands, while strengthening Citira's service delivery along key transport routes. Däckia also enables Citira to expand the reach of its circular offering to a wider audience, including retreading of worn-out tires, refurbishment of rims, circular logistics delivering replacement tires while collecting used casings, and on-site wheel alignment for heavy vehicles.

"This acquisition is a key milestone in our journey to build a flexible, customer-centric tire service network that meets the evolving needs of our clients, supporting them in improving uptime and mileage along major transport routes" said David Boman, CEO of Citira. "We are proud to welcome Däckia to Citira and continue to build our group as a unique service partner to our customers"

As part of the transaction, Däckia enters a supply agreement with Pirelli until 2030 and Pirelli becomes a strategic supplier to Citira, enabling Citira to offer Pirelli's wide-range of high-quality products to its customers – underpinning Citira's commitment to sustainability, innovation and technology. The partnership with Pirelli reflects Citira's ambition to build long-term relations with trusted strategic suppliers.

Relevant approvals from authorities have been obtained prior to closing.

### **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 114 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](https://citira.com) and follow us on LinkedIn.

**Image Attachments****Citira Logo****Citira service station**