

Citira appoints Marcus Woxneborn as Head of Fleet Sales

As part of its strategy to build a Northern European tire management provider for large vehicle fleets, Citira strengthens its team with the appointment of Marcus Woxneborn as new Head of Fleet Sales in Sweden.

Citira has to date established itself as a comprehensive service provider for large vehicle fleets in Sweden servicing both heavy vehicle fleets (under the Colmec brand) as well as light fleet vehicle fleets (under the Däckia brand). The combined Citira fleet business in Sweden today oversees more than 42 000 vehicles, with a client portfolio including major public transport operators, long-haul couriers, recycling companies, and B2B service companies. Marcus leads the combined Swedish fleet business and commenced his position on September 1st 2025.

Marcus comes most recently from Bridgestone Europe, where he served as Commercial Sales Manager Sweden, responsible for Bridgestone's commercial portfolio with a particular focus on TBR and OTR tires. He also has eight years of experience at Broson Wheels AB, where he worked as Sales Manager focusing on industrial, construction, and agricultural tires. There, he developed and established rim exchange systems for solid forklifts tires with tire retailers and introduced a new agricultural tire brand to the Swedish market.

"We are very pleased to welcome Marcus to our team. As a group, Citira is uniquely positioned to established itself as a full-service partner to large vehicle fleets, building on Colmec's and Däckia's successful track record. We are confident that Marcus commercial drive and experience, will be essential to grow and build our fleet business to the next level" says David Boman, CEO at Citira.

"Citira is in an exciting phase, now offering a complete solution for the full tire lifecycle. This makes my role particularly inspiring, and I look forward to working closely with my team to create maximum value for our customers," says Marcus Woxneborn.

Outside of his professional role, Marcus lives in western Gothenburg with his family. He is actively involved in his children's football teams and enjoys running and swimming in his free time.

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 118 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.