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General Motors chooses MEKO for service and warranty management

The automotive manufacturer General Motors and MEKO are entering into a strategic partnership for service and warranty management in Sweden. The collaboration covers the brand Cadillac's new electric vehicle models, launching starting in 2025, with one model already available for sale in Sweden. The agreement aligns with MEKO's strategy to be a comprehensive partner for international automakers seeking a customer-friendly solution with broad geographic coverage.

"MEKO has a scalable business model for this type of partnership, making us the ideal partner for companies looking to establish themselves cost-effectively and with high quality in our markets. Together with partners like General Motors, we are building a solid foundation for growth, for both parties. We are truly looking forward to developing this business together with General Motors," says Oskar Hjertquist, Head of International Sales at MEKO.

General Motors has chosen MEKO as a partner thanks to its extensive workshop network, the market's widest range of electric car spare parts, and a high proportion of specialized vehicle technicians. MEKO has long been at the forefront of training workshops in electric car technology and was the first in Sweden to launch its own large-scale electric vehicle certification, called E+. Today, more than 1,000 MEKO workshops have high-voltage expertise, and the number of training academies continues to grow.

Cadillac is an iconic car brand and one of the most recognized in the world. One of the company's new electric vehicle models, LYRIQ, has already gone on sale in Sweden, with more set to launch in 2025. In practice, MEKO's workshops serve as the point of contact between Cadillac and car owners in Sweden, starting with those in major metropolitan areas. As the number of electric vehicles grows, the geographical coverage will also expand. This setup follows similar partnerships MEKO has previously established with international automakers, where the group's various workshop concepts have handled warranty claims and service for car owners in Sweden and Norway.

About MEKO

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our workshop and wholesale brands include Mekonomen, MECA, Balti Autoosad, BilXtra, FTZ, Fixus, Inter-Team, Koivunen, and Sørensen og Balchen – among many others.

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