

PRESS RELEASE
August 23, 2022

Stern becomes importer and retailer for Hongqi in the Netherlands

Leading car dealer group Stern adds the prestigious car brand Hongqi to its representation; the all-electric affordable luxury SUV Hongqi E-HS9 first in line for the Dutch market.

MÖLNDAL, SWEDEN and AMSTERDAM, THE NETHERLANDS, 23 August 2022 -- Hedin Mobility Group today announces that its subsidiary Stern has been appointed importer and retailer in the Netherlands for the premium car brand Hongqi. The agreement comprises car sales as well as aftermarket services.

Stern Premium Cars B.V. will import and distribute Hongqi's electric vehicles in the Netherlands. The first model to be introduced in the Dutch market is the all-electric seven-seat SUV Hongqi E-HS9 – the flagship electric SUV of Hongqi featuring world-leading design, interior space, intelligent technology, safety, and performance, that offers a new choice for global premium EV users.

Hongqi electric vehicles will be sold in the Netherlands through Stern's extensive dealership network. First deliveries of the Hongqi E-HS9 are expected in the fourth quarter 2022. Further information on available models and specifications, dealership locations and more will be announced in short and will also be available on www.stern.nl/hongqi.

"We are honored to partner with Hongqi and excited to introduce the unique Hongqi E-HS9 in the Netherlands. This model, like the Hongqi brand in general, represents a visionary and majestic expression that truly adds another dimension to the EV landscape. We are looking forward to growing our import and distribution business in collaboration with Hongqi and to establish this prestigious brand in the Dutch market", said Anders Hedin, owner and CEO, Hedin Mobility Group.

"As the leading brand of premium cars in China, Hongqi has won the hearts of customers with our high-end quality and considerate service. I am very glad to have Stern with us and believe that with Hongqi's excellent performance and astonishing design, we could bring a new driving experience to the Dutch market together", said Yang Dayong, the Chairman of FAW Import and Export Company, General Manager of FAW Dept. of Overseas Business.

About Hongqi

Hongqi is the leading premium car brand owned by Chinese vehicle manufacturer China FAW Group ("FAW"). In 2020, FAW delivered 3.706 million vehicles to customers and ranked 66th on the 2021 Fortune Global 500 list. Hongqi begun producing its first passenger car in 1958. The brand concept of Hongqi highlights "new nobility", "new exquisiteness" and "new feelings", and deeply integrates oriental traditional culture with world advanced culture, cutting-edge science and technology, and fine emotional experience to create excellent products and services. www.hongqi-auto.com

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest privately owned mobility providers. The Group employs more than 6,300 people and operates approximately 240 dealerships in eight countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles*.

Hedin Mobility Group provides sales of new and used passenger cars, commercial vehicles and trucks, as well as aftermarket services, to both private and corporate customers. The Group represents approximately 40 brands and is also the importer for Ford in Sweden; for Renault, Dacia and Alpine in Sweden and Denmark; and for Dodge and RAM in Europe, as well as distributor for MG in Sweden and for BYD in Sweden and Germany.

In addition, the Group's operations include wholesale and distribution operations of tires and spare parts, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the corporate leasing company Unifleet AB and co-ownership in Pendragon PLC and iMove AS.

www.hedinmobilitygroup.com

Hedin Mobility Group is part of the Hedin Group together with Tuve Bygg AB 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

** Including approx. 21,500 vehicles attributable to operations transferred from Hedin Group AB in October 2021.*

Image Attachments

[Hongqi Scheepsvaartmuseum Amsterdam](#)

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Attachments

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