

PRESS RELEASE
August 31, 2023

Hedin Automotive completes the acquisition of Auto Oy Vesa-Matti

Hedin Automotive grows with Ford and fortifies its position as a leading dealer group in the Finnish market.

Hedin Automotive Oy has completed the acquisition of the Ford retailer Auto Oy Vesa-Matti that was announced on July 21, 2023. Located in Pori on the west coast of Finland, Auto Oy Vesa-Matti sells new Ford passenger cars and commercial vehicles, used cars, and it also operates in authorised spare part retail and service.

The company has revenue of approx. MEUR 10, and it sells some 800 new and used cars annually. Auto Oy Vesa-Matti has a staff of 22 people who now continue their employment within Hedin Automotive.

With the acquisition of Auto Oy Vesa-Matti, Hedin Automotive now represents Ford at six locations in Finland and the company expands its Ford business to gain a 30% share of total Ford sales in the country.

Press contact

Mikko Mykrä
CEO, Hedin Automotive Oy
+358 50 306 4117
mikko.mykra@hedinautomotive.fi

Hedin Automotive Oy is part of Hedin Mobility Group. In Finland its subsidiaries, Hedin Automotive Finland Oy and Bavaria Finland Oy, sell yearly approx. 25,000 vehicles and execute more than 200,000 throughputs in aftersales. The company represents eleven car brands: BMW, Citroën, Ford, INEOS Grenadier, Mazda, MINI, Nissan, Opel, Peugeot, Škoda and Subaru. www.hedinautomotive.fi

Founded in 1974, *Auto Oy Vesa-Matti* is a family-owned dealer of Ford passenger cars and commercial vehicles. The company provides a full-service offer including sales of new and used cars, spare part retail and service. www.vesamatti.fi

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 10,000 employees and operations in 14 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, MG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent over 40 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 300 own dealerships with a total of over 700 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, and MABI Mobility, users are offered various flexible mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

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

Image Attachments

[Auto Oy Vesa-Matti Ford](#)

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Attachments

[Hedin Automotive completes the acquisition of Auto Oy Vesa-Matti](#)