

PRESS RELEASE  
November 26, 2021

## **Hedin Bil starts selling vehicle subscriptions, new sales model in collaboration with Imove and Schysst**

**Hedin Bil will start to sell vehicle subscriptions for the first time. From the 28th of November, the subscriptions will be added to the company's offering, which today includes traditional vehicle sale, payment plan, private and corporate leasing. Hedin Bil's multibrand facility in Akalla will be the first to test the pilot project.**

– Hedin Bil is taking the leadership role as the vehicle industry is changing and becomes the first vehicle dealer in Sweden to offer subscriptions from various brands, says Morten Westby, the CEO of Hedin Stockholm Bil.

Ford Mustang Mach-e, MG EHS, MG ZS EV, Kia EV6, Nissan Qashqai and Citroen C3 are a few of the models that will be available for subscriptions for 30 days periods at Hedin Bil's facility in Akalla. Today the facility represents 17 different vehicle brands.

– Some customers need a vehicle daily year around, others only for a short period of time. With this offer we are able meet all needs and provide immediate service to all customers who are waiting for deliveries, Morten Westby continues.

The investment takes place in collaboration with the subscription services provider Imove and Schysst that were established on the Swedish market in the beginning of 2021. The Norwegian electric car service provider Imove currently has over 100 cars on the Swedish roads.

– Sweden is facing a boom of new electric vehicle models. This sales channel will enable us to grow even faster and help our Swedish customers to take the step over to electric cars, says Magnus Engervall, head of Imove Sweden.

The Swedish subscription service provider Schysst was started by the insurance company Gjensidige in March 2021 and has today around 50 vehicles.

–The vehicle subscription will account for an increasing share of new sales when flexible vehicles ownerships become significantly more important for our customers. The collaboration with Hedin Bil will enable us to offer wide and affordable range of new vehicles, says Markus Ljungblad, business development manager at Schysst.

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This new product category will be available from the 28th of November at the Hedin Bil facility in Akalla.

According to Boston Consulting group, the vehicle subscriptions industry are estimated to have sales of 30-40 billion USD by 2030 and account for 15 percent of the new vehicle sales in the same year.

#### **For further information**

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#### **About Hedin Mobility Group, Schysst and Imove**

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**Hedin Mobility Group** is one of Europe's largest privately owned car retailer. The Group carries more than 30 car brands and provides full service offering to both private and corporate customers. Hedin Bil is represented in over 120 locations in Sweden, Norway, Belgium and Switzerland.

The portfolio further includes distribution of the brands Ford and MG in Sweden, Dodge RAM in Europe as well as distribution of spare parts and wheels. The Group further includes the car rental company Mabi Mobility AB, private leasing company Car to Go Sweden AB, Business leasing company Unifleet AB as well as part ownership in Pendragon PLC. [www.hedinbil.se](http://www.hedinbil.se)

**Imove** was founded in Bergen, Norway the summer of 2018 by Hans-Kristian Aas and Gunnar Brikenfelt. Imove offers 100 percent electric car subscriptions that provides users with freedom and flexibility. The subscription can be paused, cancelled or changed at any time. Imove A/S founded the subsidiary Imove AB at the turn of the year 2020/2021. In February 2021, Imove was launched in Sweden. [www.imove.se](http://www.imove.se)

**Schysst** was launched in the spring of 2021 and can offer subscriptions in Stockholm and Uppsala. Behind the company is the Nordic insurance company Gjensidige. Schysst has the possibility to provide customers with a wide range of car models and also provide them with an easy way to own a car for a fixed monthly fee. You can change car or subscription at any time. [www.schysst.se](http://www.schysst.se)

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### **Image Attachments**

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[1 01 Morten WestbyFoto Hedin Bil\[3\]](#)

### **Attachments**

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[Hedin Bil starts selling vehicle subscriptions, new sales model in collaboration with Imove and Schysst](#)