

PRESS RELEASE
March 10, 2021

Hedin Performance Cars AB builds new Porsche Center in Halmstad

Hedin Performance Cars AB, a subsidiary to I.A. Hedin Bil AB and a part of Hedin Group, is the company's dealer of Porsche and is now growing once again through a new Porsche Center in Halmstad, Sweden.

The interest in Porsche in Sweden is constantly growing, the demand is great and with its growing model program Hedin Performance Cars will meet up to the customers' needs with a brand-new full-service dealership. The 3,000 sqm dealership will be located at the very best location along E6 in Halmstad.

The facility will be Hedin Performance Cars fifth Porsche Center in Sweden, and the ninth including our dealerships in Norway.

Rickard Magnusson, CEO: "We've represented Porsche on the Swedish market since 2017 and we continue to invest in Sweden. Porsche is at the forefront with electrified vehicles with over 50 % delivered plug-in cars during 2020, with a prognosis of over 60 % during 2021. We are very pleased with the establishment in Halmstad and the possibility to further strengthen our partnership together with Porsche. We are positioning ourselves in order to deliver a high-quality customer experience."

Inauguration of the full-service dealership Porsche Center Halmstad will take place during 2022 and the constructor is Tuve Bygg.

8-10 co-workers will be working at the Porsche Center Halmstad and the aim is to sell 200 cars yearly.
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I.A. Hedin Bil AB (publ)

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About Hedin Performance Cars AB

Hedin Performance Cars AB is a subsidiary to I.A. Hedin Bil AB, once of the Nordic countries largest privately-owned car dealer with over 30 brands. Hedin Bil is represented in over 120 locations in Sweden, Norway, Belgium and Switzerland. www.hedinbil.se

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® I.A. Hedin Bil is a registered trademark owned by Hedin Group (91 %) and Ingemar Hedin (9 %).

Hedin Bil is a part of the Hedin Group together with Klintberg & Way, Mabi Mobility and Car to Go Sweden. Hedin Group has a turnover of approx. 3.5 billion EUR and 3,500 employees. www.hedingroup.com

Attachments

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