

PRESS RELEASE  
June 3, 2025

## Hedin Mobility Group appointed exclusive distributor for NIO Group brands in Belgium and Luxembourg

**MÖLNDAL, SWEDEN, June 3, 2025 – Hedin Mobility Group, one of Europe’s largest mobility providers, has been appointed exclusive distributor for NIO Groups brands, including NIO and firefly in Belgium and Luxembourg. NIO becomes the 15th brand in Hedin Mobility Group’s growing distribution portfolio with go-to-market activities starting in September 2025.**

Founded 2014 in China and listed on the New York Nasdaq, the Hong Kong Stock Exchange and the Singapore Stock Exchange (SGX), NIO is a globally recognized EV manufacturer known for its cutting-edge technology, advanced in-house innovations and strong focus on user experience. The brand is currently available in Sweden, Norway, the Netherlands, Germany, and Denmark, and is now continuing its European expansion together with Hedin Mobility Group.

Through this new partnership, Hedin Mobility Group will represent NIO Group brands in Belgium and Luxembourg, including the premium NIO marque and its brand firefly. The collaboration includes distribution, as well as sales of vehicles, aftermarket services, and spare parts. The initial offering will feature a comprehensive selection from two distinct brands:

- NIO, which focuses on premium smart electric vehicles, including the EL6, a smart electric All-Round SUV; the EL8, a smart, safe, and more sustainable luxury six-seat SUV; the ET5, a mid-size smart electric sedan; and the ET5 Touring, a smart electric tourer.
- firefly, NIO’s new brand dedicated to high-end compact EVs, starting with the firefly, a small, smart electric vehicle designed for urban lifestyle users.

All vehicles will incorporate NIO Group’s proprietary software and hardware platforms, including chips for intelligent driving, smart chassis systems, and the signature NOMI AI assistant: a fully integrated in-car AI that enables seamless voice interaction and control of vehicle functions.

*“We are proud to be entrusted with bringing NIO to customers in Belgium and Luxembourg. NIO represents the next generation of electric mobility, combining technology leadership with a deep commitment to safety, design, and user experience. With our established retail network and local expertise, we are well-positioned to introduce these exceptional vehicles to new markets”,* says Anders Hedin, CEO of Hedin Mobility Group.

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*"This partnership marks an important milestone in our strategic expansion in Europe. Belgium and Luxembourg are at the heart of the continent. We are excited to enter those markets with a strong and experienced local partner. By collaborating with Hedin Mobility Group, we are combining local expertise with NIO's global innovation to offer a flexible, scalable, and premium smart EV experience. Our goal is to advance NIO's European expansion with a modular go-to-market model that responds to local needs and creates lasting value for users", states Thijs Meijling, Head of NIO Europe Business.*

NIO's offering will initially be available exclusively via Hedin Automotive in Belgium from September, with Luxembourg to follow in 2026. Customers will benefit from a fully integrated ownership journey – from vehicle selection and financing to service, charging, and digital connectivity. NIO and firefly will be presented to the general public for the first time on June 19 during the Link2Fleet ZE Experience Event in Leuven, Belgium. Visitors can view the cars at the Hedin Automotive stand.

**About NIO:**

NIO is a global smart electric vehicle company founded in November 2014. Dedicated to shaping a sustainable and brighter future together by providing high-performance smart electric vehicles and exceptional user experiences, NIO is the first car company listed on the NYSE, HKEX and SGX. NIO currently has three major brands under its umbrella: NIO, ONVO and firefly. Ten years into establishment, NIO is now one of the leading companies in the global premium smart electric vehicle market, committed to fostering its own research and development capabilities for core technologies. As of the end of March 2025, the company had filed for and obtained over 9,900 patents. Additionally, NIO has developed NIO Full Stack, a collection of 12 technology domains. NIO has R&D and manufacturing facilities in Shanghai, Hefei, Beijing, Nanjing, Shenzhen, Hangzhou, Wuhan, San Jose, Munich, Oxford, Berlin, Budapest, Singapore and Abu Dhabi. The company has also established sales and service networks in China, Norway, Germany, the Netherlands, Sweden, Denmark, the UAE, Israel and Azerbaijan.

NIO Inc. currently offers nine premium smart electric vehicle models under the NIO brand, one smart electric vehicle under the ONVO brand and one small, smart, high-end electric vehicle under firefly brand. As of April 30, 2025, NIO Inc. had delivered a total of 737,558 vehicles, leading the premium BEV segment priced above RMB 300,000.

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## About Hedin Mobility Group

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Hedin Mobility Group is one of Europe's largest mobility providers, with more than 11,800 employees and operations in 14 countries. In 2024, net sales amounted to SEK 92.3 billion and the Group sold more than 259,000 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, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, MG, XPENG and NIO, 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 more than 50 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 330 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore, and Stephen James.
- In **Mobility Solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern 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 Mercedes-Benz Financial Services Slovakia, Lasingoo Sverige and Casi.

Read more on [www.hedinmobilitygroup.com](http://www.hedinmobilitygroup.com)

## Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Hedin Construction 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](http://www.hedingroup.com)

## Image Attachments

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### **Attachments**

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