

PRESS RELEASE
March 31, 2026

Hedin Automotive Germany welcomes Stefan Salbeck as new CEO

Hedin Mobility Group announces the appointment of Stefan Salbeck as new CEO of Hedin Automotive GmbH. Together with his management team, Stefan will lead Hedin Automotive's retail operations in Germany, with a focus on strengthening the company's market position and further developing the business.

Stefan Salbeck brings more than 25 years of experience from the automotive industry, with a strong track record from senior leadership roles in the German retail market. He has held several positions within Mercedes-Benz and other leading automotive groups, and most recently served as Managing Director at Emil Frey Group Germany, where he was responsible for a large multi-brand operation.

He joins Hedin Automotive at a time when the German automotive market continues to evolve, shaped by increasing competition and the transition towards electrification. As part of a strengthened management team, where Daniel Zuleger joined as CFO in the autumn of 2025, he will lead the continued development of the German retail operations.

Stefan Salbeck succeeds Henrik Lessel, who is returning to Belgium to take on new professional challenges outside Hedin Mobility Group. Henrik previously served as CEO of Hedin Automotive Belgium and Luxembourg and has led Hedin Automotive Germany since 2024.

Anders Hedin, CEO of Hedin Mobility Group, comments:

"We are pleased to welcome Stefan to Hedin Automotive. He brings extensive retail experience and a strong operational mindset, which will be important as we continue to build our position in Germany. At the same time, I would like to thank Henrik Lessel for his valuable contributions to our group."

Commenting on his new role, Stefan Salbeck says:

"As part of a European group with a strong local presence, I see significant potential in Hedin Automotive. Together with the management team, my focus will be on realising that potential by further developing our business in the German market. We will do this by staying close to our customers, driving operational excellence and continuing to build a high-performing organisation. Our ambition is to ensure that Hedin Automotive is top of mind when customers consider their next car."

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Hedin Automotive Germany operates a multi-brand retail network across several regions, including Rhineland-Palatinate, Baden-Württemberg, Saarland, Saxony and Brandenburg. The business includes 22 full-service dealerships, as well as several dedicated workshops and body & paint facilities. Hedin Automotive Germany represents a portfolio of brands consisting of Mercedes-Benz, smart, Hyundai, XPENG, Land Rover, FUSO, Dodge and RAM. Hedin Automotive GmbH including its subsidiaries employs approx. 1,200 people and is headquartered in Kaiserslautern.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with approximately 11,000 employees and operations in 13 countries. In 2025, net sales amounted to approximately SEK 90 billion and the Group sold approximately 260,000 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 Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, BYD Trucks, 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 310 own dealerships with a total of over 800 sales points under the names Hedin Automotive and Carstore.
- 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 Group.

Read more on 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.

www.hedingroup.com

Image Attachments

[Stefan Salbeck Hedin Automotive](#)

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Attachments

[Hedin Automotive Germany welcomes Stefan Salbeck as new CEO](#)