

PRESS RELEASE  
July 13, 2023

## Sweden gets a new EV charging supplier as Hedin Supercharge is launched

**The new company aims to become one of the major DC charging suppliers in the Swedish market.**

Hedin Mobility Group expands its business and launches Hedin Supercharge – a new company in the Swedish electric vehicle charging market. In a first step, 10 public establishments with a total of 47 charging points will be built adjacent to Hedin dealerships around the country. The charging stations will have a capacity of 300 kW, which means that Hedin Supercharge targets the top layer of the DC charging infrastructure in Sweden.

The first charging stations are expected to be commissioned and available to customers during August 2023. Information about locations, payment methods and more will be announced in connection with the commissioning of the first establishments.

Going forward, there is a roll-out plan for Hedin Supercharge with the goal of becoming one of the major DC charging suppliers in Sweden, where Hedin Mobility Group operates over 120 dealerships. With Hedin Mobility Group's more than 270 dealerships in twelve countries, the ambition is also a continuous European expansion and establishment of Hedin Supercharge.

CEO of Hedin Supercharge is Erik Aspholmer who will lead both the investment in public DC charging and the work of expanding AC charging for Hedin Mobility Group's dealerships in Sweden. Erik Aspholmer comes most recently from the charging operator Eways and has worked in the electrical installation field for about 20 years, with both planning and construction of charging facilities and sales of electrical materials. Erik is an electrician and worked as such for over ten years.

*"I am passionate about electric vehicle charging and it will be incredibly fun to be part of the Hedin Supercharge venture. We enter the market for EV charging with high ambitions to deliver outstanding customer experience in terms of, for example, charging speed and ease of payment",* said **Erik Aspholmer**.

*"We look forward to contributing to the expansion of the Swedish charging infrastructure. The investment in Hedin Supercharge is another example of how we as a group enable sustainable mobility. As we expand our business in Sweden and Europe, it strengthens our ability to build customer loyalty. I want to welcome Erik Aspholmer to Hedin Mobility Group and his role in leading our new venture. He has a very good understanding of the entire electric vehicle charging business – from the commercial to the technical. This gives us good conditions to establish Hedin Supercharge as a high-quality challenger in the market",* said **Anders Hedin**, founder and CEO of Hedin Mobility Group.

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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 8,000 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 some 270 own dealerships with a total of over 550 sales points under names such as Hedin Bil, Hedin Automotive, Bavaria and Motor-Car.
- 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](http://www.hedinmobilitygroup.com)

### Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with Tuve Bygg AB 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)

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## Image Attachments

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[Hedin Supercharge](#)

## Attachments

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[Sweden gets a new EV charging supplier as Hedin Supercharge is launched](#)