

PRESS RELEASE
April 27, 2023

Hedin Automotive acquires Delta Auto

Hedin Automotive in Finland expands to a truly nationwide retail presence while adding six new brands to its portfolio.

MÖLNDAL, SWEDEN, April 27, 2023 -- Hedin Automotive Oy, a subsidiary to Hedin Mobility Group AB (publ), has reached an agreement with Delta Motor Group Oy for the acquisition of all shares in Delta Auto Oy as well as the operative business of Delta Motor Group Oy. The transaction comprises all of Delta Auto's business activities, including sales of new and used cars, aftermarket services and spare parts, as well as automotive support functions. All employees of Delta Auto and Delta Motor Group will continue in their current roles.

Delta Auto is a significant operator in the Finnish car retail market, with revenues of MEUR 322 in 2022 and 315 employees in 13 dealerships across 12 cities. The group sells approx. 13,000 cars annually, of which 4,500 are new and 8,500 used ones. Delta Auto represents nine brands: Alfa Romeo, Fiat, Jeep, Kia, Maxus, Mazda, Mitsubishi, Opel, and Subaru.

Through the acquisition, Hedin Automotive continues its growth strategy in Finland and expands its presence to a truly nationwide dealer network from Helsinki to Oulu. It will add six new brands to Hedin Automotive's Finnish portfolio: Alfa Romeo, Fiat, Jeep, Maxus, Mitsubishi, as well as Kia – one of the most popular car brands in Finland.

Mikko Mykrä, CEO of Hedin Automotive Oy said:

"The Finnish car retail market is experiencing rapid consolidation, and a profitable business requires optimised market reach and economies of scale. The acquisition of Delta Auto is in line with our growth strategy and business objectives. Through the acquisition our business becomes truly nationwide as our network will expand to new cities such as Forssa, Hämeenlinna, Järvenpää, Kotka, Oulu, and Pori, while we are growing our brand portfolio. In addition, Delta Auto has strong expertise in the used cars trade, which brings new opportunities to develop our business in that segment. We are looking forward to warmly welcome Delta's employees to a rapidly growing and evolving Hedin Automotive."

Helena Sauramo, CEO of Delta Auto said:

"Delta has a long history in the Finnish automotive business, and we have worked purposefully to develop our brands and automotive services. Hedin Automotive is a perfect new home for both Delta's employees and customers. The companies share very similar values regarding employee and customer experiences, multi-channel customer service and service offering. I would like to thank all Delta's employees for their hard work and wish everyone success under the wings of the new owner."

Subject to regulatory approval, the acquisition is expected to be completed in the second half of 2023.

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***Hedin Automotive Oy** is part of Hedin Mobility Group. In Finland its subsidiaries, Hedin Automotive Finland Oy and Bavaria Finland Oy, sell yearly approx. 25,000 vehicles and execute more than 200,000 throughputs in aftersales. The company represents nine car brands: BMW, Ford, INEOS Grenadier, Mazda, MINI, Nissan, Opel, ŠKODA and Subaru. www.hedinautomotive.fi*

***Delta Motor Group Oy** is the parent company of Delta Group. Delta Group also includes Delta Auto Oy, which sells both new and used cars, operates in spare part retail and service. Delta Group employs more than 300 persons in Finland. www.delta.fi*

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 8,000 employees and operations in 13 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.
- 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, imove, and Mercedes-Benz Financial Services Slovakia.

Read more on 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

Image Attachments

[Delta Auto Lahti](#)

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Attachments

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