

PRESS RELEASE
April 4, 2023

Hedin Automotive completes the acquisition of three Dutch Peugeot dealers

Hedin Mobility Group expands its dealer network in the north of the Netherlands.

MÖLNDAL, SWEDEN, April 4, 2023 -- Hedin Automotive B.V. has completed the acquisition of the Peugeot activities of three Dutch dealers that was announced on February 27, 2023.

The acquisition comprises three Peugeot branches of Nefkens, part of Emil Frey, in Assen, Groningen and Veendam. The dealerships employ a total of 56 people in car sales, workshop and parts.

The dealerships in Assen and Veendam will continue as Peugeot dealers under the name Hedin Automotive. For Groningen, the Peugeot business will be added to Hedin Automotive's existing branch in Groningen at Rostockweg, which is currently already representing Abarth, Alfa Romeo, Fiat, Fiat Professional, Jeep and Opel.

Following the acquisition, Hedin Automotive now represents all but one (Maserati) of Stellantis' car brands in the North of the Netherlands.

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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

[Hedin Automotive – Peugeot Nefkens Assen](#)

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Attachments

Hedin Automotive completes the acquisition of three Dutch Peugeot dealers