

PRESS RELEASE
August 1, 2022

Hedin Mobility Group enters partnership with world-leading EV manufacturer BYD

Hedin Mobility Group strengthens its position in the European electric vehicle market as it is appointed “Dealer+” for e-mobility pioneer BYD in Germany and Sweden.

MÖLNDAL, SWEDEN, 1 August 2022 -- Leading European mobility provider Hedin Mobility Group has been appointed “Dealer+” for BYD in Germany and Sweden. Through the partnership, Hedin Mobility Group will distribute and sell BYD electric passenger cars, as well as providing aftersales services, in the German and Swedish markets.

BYD (Build Your Dream) is the world's leading manufacturer of electric vehicles and sold a total of 641,350 cars in the first half of 2022. With more than 27 years' experience in battery research and development, BYD is globally renowned for its pioneering technology and world-leading innovations in e-mobility solutions across all types of transportation, including electric buses, trucks, vans and passenger vehicles.

Customers will be able to view and experience BYD's latest passenger car models at BYD pioneering stores that will be established in selected major cities in both Germany and Sweden. The first pioneering store is planned to open in Stockholm, Sweden in October.

BYD vehicles will be sold through Hedin Mobility Group's extensive dealership group Hedin Bil in Sweden, and through a number of handpicked top-of-the-line dealerships in Germany. Start of sales will be in October 2022, with first vehicle deliveries expected in Q4 2022.

Hedin Mobility Group is now in the process of setting up authorized sales and service organizations in each market. Further information on available models and specifications, dealership locations and more will be announced in September. A customer website for each market (www.bydauto.de and www.bydauto.se respectively) will launch later this month.

Anders Hedin, owner and CEO of Hedin Mobility Group commented: *“We are proud to start this partnership with BYD and for the opportunity to represent such a pioneering brand. This underscores Hedin Mobility Group's aspirations to be a leading mobility provider and a contributing force in the electrification of the European car fleet. Growing our distribution business is central to our strategic plans moving forward.”*

Michael Shu, General Manager and Managing Director, BYD Europe and International Cooperation Division, said: *“We are delighted to provide world-leading technologies within our inspirational range of new energy passenger vehicles to the German and Swedish public. We believe the timing is perfect to meet consumer demand for more eco-friendly solutions. Our partnership with the well-respected Hedin Mobility Group has exciting potential in Sweden and Germany, and will support the entire customer experience at every phase. Together, we look forward to developing a sustainable transport future in both countries.”*

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About BYD

BYD (Build Your Dreams) is a multinational high-tech company devoted to leveraging technological innovations for a better life. BYD now has four industries including Auto, Electronics, New Energy, and Rail Transit. Since its foundation in 1995, the company quickly developed solid expertise in rechargeable batteries and became a relentless advocate of sustainable development, successfully expanding its renewable energy solutions globally with operations in over 70 countries and regions. Its creation of a Zero Emissions Energy Solution, comprising affordable solar power generation, reliable energy storage, and cutting-edge electrified transportation, has made it an industry leader in the energy and transportation sectors. BYD is a Warren Buffet-backed company and is listed both on the Hong Kong and Shenzhen Stock Exchanges. More information on the company can be found at www.byd.com.

BYD Europe is headquartered in the Netherlands and is the first overseas branch of BYD Group, with a commitment to evolving the international brand BYD Auto to deliver safe and efficient sustainable solutions in new energy vehicles through world-leading technological innovations. www.bydeurope.com / www.bydauto.eu.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest privately owned car dealers. The Group employs more than 6,000 people and operates over 230 dealerships in eight countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles*.

The Group's portfolio includes approximately 40 brands, and the company provides full service for both private and corporate customers. The portfolio also includes distribution of Ford and MG in Sweden, Renault, Dacia and Alpine in Sweden and Denmark, and Dodge and RAM in Europe. In addition, the Group's operations include wholesale operations of tires and spare parts, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the corporate leasing company Unifleet AB and co-ownership in Pendragon PLC and iMove AS.

www.hedinmobilitygroup.com

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

* Including approx. 21,500 vehicles attributable to operations transferred from Hedin Group AB in October 2021.

Image Attachments

[Hedin Mobility Group and BYD signing ceremony](#)
[Hedin Mobility Group and BYD partnership](#)

Attachments

[Hedin Mobility Group enters partnership with world-leading EV manufacturer BYD](#)