

PRESS RELEASE
July 2, 2025

BYD and Hedin Mobility Group agree on transition of Swedish distribution operations to support further growth

MÖLNDAL, 2 July, 2025 – BYD and Hedin Mobility Group have agreed to transition the distribution of BYD vehicles and spare parts in the Swedish market to BYD Sweden AB. As part of the next phase of development in the Swedish market, BYD will assume direct responsibility for distribution activities. This decision has been jointly made to support BYD's long-term growth strategy in Europe and reflects the brand's commitment to further expand its presence.

Under the agreement, Hedin Electric Mobility AB, a wholly owned subsidiary of Hedin Mobility Group and currently appointed as the distributor of BYD passenger vehicles and spare parts in Sweden, will conclude its current role as distributor in the Swedish market.

This transition builds on the successful introduction of the BYD brand in Sweden and the establishment of a solid customer base and strong dealer network achieved through the collaboration between BYD and Hedin Mobility Group.

Following this change, Hedin Automotive Sweden will remain an authorised retailer of BYD, continuing to serve Swedish customers in close collaboration with BYD Sweden AB. Hedin Automotive is also an important retail partner for BYD in the German market. The parties look forward to continued collaboration to deliver an excellent customer experience.

"As a long-term partner to BYD, we have worked together to successfully introduce the brand to Swedish customers and establish a strong foundation for future growth. We fully support BYD in taking this next step to execute its strategy in Europe, and we are proud to continue as a retail partner in both Sweden and Germany to contribute to further strengthening the brand's position in these important markets", says Anders Hedin, CEO and founder of Hedin Mobility Group.

The distribution agreement terminates as of today. However, Hedin Mobility Group will continue to support BYD during a transition period of up to three months.

Press contact

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 11,800 employees and operations in 14 countries. In 2024, net sales amounted to SEK 92.3 billion and the Group sold more than 259,000 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, 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 330 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore, and Stephen James.
- 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.

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 and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

www.hedingroup.com

Image Attachments

BYD1920x1080

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Attachments

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