

PRESS RELEASE  
September 29, 2022

# Hedin Mobility Group appointed importer of the Ford F-150

## Hedin Mobility Group brings the iconic F-150 family to Europe.

MÖLNDAL, SWEDEN, 29 September 2022 -- Hedin Mobility Group today announces that its subsidiary Hedin US Motor AB has entered into an agreement with Ford Motor Company for the import and distribution of the Ford F-150 in Europe. Through the partnership, Hedin US Motor will market the F-150 model programme, including spare parts and accessories, and distribute it to authorized Ford dealers. First launch will be in Germany and Sweden, with other European markets to follow.

The first F-150 models to be introduced in Germany and Sweden are:

- Lariat 5.0L V8 FlexFuel (ethanol)
- Raptor 3.5L V6 EcoBoost
- Limited 3.5L V6 PowerBoost Full Hybrid

Hedin US Motor's operations will be run from Hedin Mobility Group's headquarters in Sweden, with dedicated sales organizations in respective market. Start of sales are planned to November 2022 and first F-150 deliveries to Germany and Sweden are expected in Q1 2023. Further information on pricing, distribution and more will be announced at the sales start in November.

### **Anders Hedin, founder and CEO of Hedin Mobility Group, said:**

*"This a fantastic opportunity for Hedin Mobility Group to grow further with Ford and fortify our position as a leading European mobility provider. The Ford F-150 is the world's most sold pickup truck for a reason and we are delighted to expand our Group's import business by bringing this American icon to Europe."*

### **Anderz Larqvist, CEO of Hedin US Motor, said:**

*"We are looking forward to offering European Ford dealerships the F-150 family along with a full-service program, warranties, and spare parts and accessories. This is a long-awaited addition to the Ford business."*

### **About the Ford F-150**

A beast with brains. The pickup of pickups. The Ford F-150 is an American icon that, thanks to hugely successful sales in the USA and Canada, can call itself the world's best-selling pickup truck. The F-150 is purpose-built from the ground up – designed to be tough and productive. There's one for the working warrior, the long hauler and the fanatic. No matter who you are and what you do with your truck, F-150 doesn't miss.

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*Photo credit: Ford Motor Company. Model / trim level / features may differ from available offerings.*

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**About Hedin Mobility Group**

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Hedin Mobility Group is one of Europe's largest privately owned mobility providers. The Group employs more than 6,300 people and operates approximately 240 dealerships in eight countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles\*.

Hedin Mobility Group provides sales of new and used passenger cars, commercial vehicles and trucks, as well as aftermarket services, to both private and corporate customers. The Group represents approximately 40 brands and is also the importer for Ford in Sweden; Renault, Dacia and Alpine in Sweden and Denmark; Hongqi in Sweden and the Netherlands; Dodge and RAM in Europe; and for INEOS Grenadier in 11 countries\*\*, as well as distributor for MG in Sweden and for BYD in Sweden and Germany.

In addition, the Group's operations include wholesale and distribution 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](http://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](http://www.hedingroup.com)

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

\*\* Belgium, the Netherlands, Luxembourg, Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania and Switzerland.

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### **Image Attachments**

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[Ford F 150 Lariat - Sport Appearance Package](#)

### **Attachments**

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