

PRESS RELEASE
June 5, 2023

Hedin Mobility Group becomes official agent for Lotus in Sweden and the Netherlands

Hedin Mobility Group and Lotus join forces as the illustrious performance car brand gets ready to launch the world's first electric hyper-SUV.

MÖLNDAL, SWEDEN, June 5, 2023 -- Hedin Mobility Group today announces that it has entered a partnership with Lotus Cars through which Hedin Mobility Group will act as official agent for Lotus in Sweden and the Netherlands. The agreement comprises sales of Lotus car's as well as associated aftermarket services.

In Sweden, Hedin Mobility Group's dealer group Hedin Bil will represent the Lotus brand at a prime-location dealership in Gothenburg, whilst in the Netherlands Hedin Automotive will act as official agent for the brand in Amstelveen, Veghel and soon also in the Rotterdam region.

For 75 years, Lotus has inspired passionate drivers and car enthusiasts with iconic models such as the Elite, Elan, Esprit, and Elise. Today, Lotus is producing three car models: the sports car **Emira**, the all-electric hypercar **Evija** and the world's first electric hyper-SUV, the **Eletre**.

One of the most groundbreaking cars ever produced by Lotus, the all-electric Eletre establishes a new category of vehicles, proving that comfort and practicality can go hand-in-hand with classic Lotus driving dynamics and high-performance thrills. Three versions of the all-new lifestyle model will be available to Swedish and Dutch customers: Eletre, Eletre S and Eletre R.

The Lotus Eletre is already available to order online and from June 2023 the model will be available to experience and order in Hedin showrooms in Sweden and the Netherlands. Customer deliveries are expected to start in July.

Niels de Gruijter, Executive Director Lotus Cars Europe, said:

"Following the Emira sports car and Evija hypercar we are now launching an entirely new, 100% electric model range and a new organization. With Hedin Mobility Group we have found an established and professional retail partner that will further strengthen our existing distribution network both in Sweden and in the Netherlands. We are very pleased that Hedin Mobility Group will join us on this adventurous journey, that we are now kicking off with the launch of the all-new Lotus Eletre."

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

"We are proud to join forces with Lotus and be part of the brand's market establishment in Sweden and the Netherlands. While Lotus is transforming into a global performance brand, there are also strong links to Gothenburg where we are based - both in terms of the new Eletre itself and the company as a whole - which makes this partnership even more exciting. We can't wait to get started on this journey together with Lotus and support them in creating a customer experience worthy of this illustrious brand."

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About Lotus

Lotus Cars is based in Hethel, Norfolk, UK, and is the global HQ for sports car and hypercar manufacturing operations, Lotus Advanced Performance and the iconic 2.2-mile test track. Lotus Cars builds world-class high-performance cars, born out of legendary success on the racetrack including 13 FIA Formula 1 world titles and many other championship honours.

In July 2021 Lotus unveiled the all-new Lotus Emira, its last petrol-powered sports car and best-of-breed, and in July 2019 it launched the Evija, the world's first all-electric British hypercar. Customer deliveries of both cars began in 2022.

In March 2022 Lotus revealed the Eletre, the world's first all-electric hyper-SUV. Customer deliveries will begin in 2023. The Lotus Type 135, an all-electric sports car, is currently being designed and engineered at Hethel.

www.lotuscars.com

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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 14 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 under names such as Hedin Bil, Hedin Automotive, Bavaria and Motor-Car.
- 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, Casi (formerly 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

[Lotus Eletre - Exterior \(Image credit Lotus Cars\)](#)

[Lotus Eletre - Exterior \(Image credit Lotus Cars\)](#)

[Lotus Eletre - Interior \(Image credit Lotus Cars\)](#)

[Lotus Eletre - Interior \(Image credit Lotus Cars\)](#)

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Attachments

Hedin Mobility Group becomes official agent for Lotus in Sweden and the Netherlands