

PRESS RELEASE
March 1, 2023

Hedin Mobility Group expands with Jaguar and Land Rover; acquires Förenade Bil JL i Malmö

Hedin Bil consolidates its position as Sweden's leading representative of the two exclusive British car brands.

MÖLNDAL, SWEDEN, March 1, 2023 -- Hedin British Car AB, a subsidiary of Hedin Mobility Group and part of the Group's Swedish dealer network Hedin Bil, has entered into an agreement to acquire all shares in Förenade Bil JL i Malmö AB. Förenade Bil JL i Malmö is exclusive dealer of Jaguar and Land Rover, with an authorised workshop, in the southern Swedish county Skåne.

The acquisition comprises all of the company's activities in car sales, workshop services and spare parts and accessories. The business is located in Malmö at a full-service dealership totalling approximately 2,500 square meters divided into exclusive showrooms for Jaguar and Land Rover respectively, a state-of-the-art workshop and spare parts warehouse with accessories shop.

The dealership opened in 2017 and employs 12 people. During 2022, Förenade Bil JL i Malmö sold just under 200 new and used Jaguar and Land Rover with net sales of approximately MSEK 100.

Hedin Bil is already Sweden's largest retailer of Jaguar and Land Rover, a position that is further strengthened by the acquisition of Förenade Bil JL i Malmö. When the acquisition is completed, Hedin Bil will represent the two British brands at five dealerships and locations: Malmö, Halmstad, Gothenburg, Linköping and Örebro.

Rikard Alm, CEO of Hedin British Car said:

"We are very happy to welcome this well-established dealership and its employees to us at Hedin British Car and Hedin Bil. Through this acquisition we continue to build on our solid partnership with Jaguar and Land Rover in Sweden. These two exclusive car brands have a combined strong model program where all models will be electrified in the near future, and moving forward we see that they will continue to be competent challengers to the major manufacturers in the luxury car segment."

Joakim Söderström, CEO and co-owner of Förenade Bil Gruppen said:

"We are proud of the journey we have made with Jaguar and Land Rover in Skåne since we were entrusted to represent these great brands in 2016. Our team has done a fantastic job and we are convinced that Hedin Mobility Group can take the brands to the next level. As the industry evolves, we are also convinced that this is the best for the business and for the customers in the long term. Förenade Bil Gruppen will continue to focus on the brands BMW, BMW Alpina, MINI, KIA and Lexus in southwestern Sweden."

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The acquisition of Förenade Bil JL i Malmö is expected to be completed in the second quarter of 2023.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with approx. 7,800 employees and operations in 13 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €5 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 of more than 260 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.

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Image Attachments

[JLR Malmö](#)

Attachments

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