

Mekonomen

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Mekonomen named Store Chain of the Year 2010

Yesterday, Mekonomen was named "Store Chain of the Year" by the Swedish Federation of Trade and the Swedish weekly newspaper Dagens Handel at the Retail Awards 2010. In strong competition with other leading retailers, Mekonomen won first prize at the award ceremony in Stockholm City Hall.

The Swedish Federation of Trade and Dagens Handel arrange the Retail Awards to encourage innovation and quality in the retail trade, to increase the focus on retail companies and their suppliers, and to promote the retail trade's promising future. The Retail Awards is an annual event to honour the foremost players in the retail trade.

The jury motivated its decision as follows:

"With a new communicative store environment, investments in employee training and consistent efforts to increase consumer awareness of the chain, Mekonomen has become an attractive chain for car parts and leisure products while also offering an enjoyable environment for its workshop customers. Mekonomen has made the journey from traditional car part workshop to modern chain store."

"This confirms our strategy as the right one. Our new store concept attracts a broader target group, as we have seen in the increased number of customers visiting our stores. We do not service cars, we serve people," says Håkan Lundstedt, President and CEO.

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Mekonomen makes CarLife easier, through a broad and highly accessible offering of low-cost and innovative solutions and products for consumers and companies. We are Scandinavia's leading automotive spare-parts chain with proprietary wholesale operations, more than 200 stores and more than 1,000 workshops, all operating under the Mekonomen brand.