

Mekonomen

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Mekonomen expands range for marine and snowmobiles

Mekonomen, Scandinavia's leading automotive spare-parts chain, is to increase its business with two new business areas of spare parts and accessories for snowmobiles and leisure boats. The Nordic market is worth nearly SEK 6 billion per year and the goal is to become market leading.

The new business areas will be introduced in the coming 12 months. Spare parts for snowmobiles will be available in selected stores in northern Sweden and Norway from autumn 2010. Marine spare parts and accessories for leisure boats will be available in Mekonomen stores located close to lakes and coastal areas, or corresponding to about 70 per cent of all Mekonomen stores, from spring 2011.

Mekonomen will achieve a market-leading position in these markets during 2012.

“By expanding our range with spare parts for snowmobiles and marine, we will reach more customers and attract more visitors to our stores. This will supplement our sales during the summer and winter. In addition, most people who own snowmobiles and leisure boats also own cars,” says Marcus Larsson, Head of Market and Supply Chain at Mekonomen.

There are more than 2 million leisure boats in the Nordic region. The market for accessories and spare parts is estimated at SEK 5 billion per year. The number of snowmobiles in Sweden, Norway and Finland amounts to more than 325,000 and the spare-parts market is valued at about SEK 800 M annually.

“Accessories and spare parts for snowmobiles and leisure boats are highly attractive business areas. The aim of our investment is that Mekonomen shall be market leader during 2012,” says Håkan Lundstedt, President and CEO of Mekonomen.

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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.