

Mekonomen

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Mekonomen aims at one million card customers by 2012

Mekonomen is to significantly increase its number of card customers to one million by 2012.

The Mekonomen card was introduced in 2009 and carries entitlement to 10 per cent discount on all accessories in the store. The card is available in two versions, the black Mekonomen card with four months' credit, without interest and fees, and the yellow Mekonomen card with no credit.

“Since the launch of the yellow Mekonomen card and our offering of 10 per cent on all accessories in the store, we have seen a very significant growth in the number of card customers. The Mekonomen card has all the prerequisites to be in every Scandinavian car owner's wallet and we view one million card customers as a key intermediate goal,” says Håkan Lundstedt, President and CEO of Mekonomen AB.

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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.