

# Mekonomen

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## Mekonomen's pink vehicle in the battle against breast cancer

**Mekonomen is the new main sponsor for the Cancer Fund's Pink Ribbon Campaign. With the "Dare to Ask" theme, SEK 1 for each question to Mekonomen Direkt and SEK 200 for each implemented Pink service will be donated to the Pink Ribbon Campaign in October. Customers will find numerous pink vehicle products and services in Mekonomen's stores and workshops, from pink steering-wheel covers, windscreen washer fluids, snow brushes and sheepskin blankets to pink service. This is all aimed at benefiting the battle against breast cancer.**

"For us at Mekonomen, it is important to highlight and contribute to the battle against breast cancer, which affects 7,000 women in Sweden each year. It is also a disease that has a strong impact on other family members and relatives. In our current male-dominated industry, we want to demonstrate that the battle against breast cancer concerns everyone, women and men," says **Håkan Lundstedt, President and CEO of Mekonomen.**

### **SEK 1 per question and SEK 200 for each pink service**

Sometimes, it may be difficult to dare to ask certain questions, and you just have to challenge yourself. Consequently, Mekonomen has chosen to connect its commitment in the Pink Ribbon Campaign to a "Dare to Ask" theme. For each question that is received by Mekonomen Direkt, SEK 1 and SEK 200 per implemented pink service will be donated to the Pink Ribbon Campaign during October.

"The questions received by Mekonomen Direkt pertaining to breast cancer will be referred to the Cancer Fund's information and support line, where there are experts. However, we hope that those who usually have difficulty in asking questions about car parts and service, an area that is possibly problematic, will challenge themselves and dare to ask us," says Håkan Lundstedt.

### **Pink product range throughout October**

Mekonomen will offer a specially-compiled pink range of products to benefit the Pink Ribbon Campaign. During October, you will be able to purchase steering-wheel covers, sheepskin blankets, windscreen wiper fluids and snow brushes, and much more.

### **For more information, please contact:**

Håkan Lundstedt, President and CEO of Mekonomen AB  
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*Mekonomen makes CarLife simpler, 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.*

Per-Ola Andersson, Marketing Manager of Mekonomen Detaljist AB  
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***About Mekonomen and “Dare to Ask”***

*Mekonomen makes CarLife easier through a wide and easily accessible range of inexpensive and innovative solutions and products for consumers and companies. We are Scandinavia's leading spare-parts chain with proprietary wholesale operations, more than 200 stores and more than 1,000 workshops operating under the Mekonomen brand. Mekonomen is the main sponsor for the Cancer Fund's 2010 Pink Ribbon campaign. Both women and men are encouraged to Dare to Ask. Asking that question about your vehicle without appearing ignorant or dare to contact the Cancer Fund's support line for answers to questions about breast cancer. During October, Mekonomen will be collecting SEK 1 for each question asked to Mekonomen Direkt and will donate SEK 200 for each implemented pink service. Mekonomen will also be selling pink products and services in all Mekonomen's stores and workshops to benefit the Pink Ribbon campaign.*

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*Mekonomen vill göra BilLivet enklare. Det gör vi genom ett brett och lättillgängligt utbud av prisvärda och innovativa lösningar och produkter för konsumenter och företag. Vi är Skandinaviens ledande bildelskedja med egen grossistverksamhet, cirka 200 butiker och mer än 1000 verkstäder vilka arbetar under Mekonomen varumärket*