

Mekonomen

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Mekonomen's marine venture accelerates with the Mekonomen Sailing Team

"Formed in cooperation with Björn Hansen and Sweden's highest ranking match racing team."

Mekonomen will now launch its marine venture aimed at becoming equally successful at BoatLife as with CarLife. As part of the effort, the Mekonomen Sailing Team has now been launched; cooperation with skipper Björn Hansen and Sweden's highest ranking match racing team, the Hansen Sailing Team. The marine effort has already commenced and Mekonomen has a carefully selected range in more than 80 stores in Sweden. Mekonomen's marine range comprises more than 50,000 spare parts and accessories for various types of boats.

As part of the objective to become market leader in the marine aftermarket, Mekonomen has decided to cooperate with the Hansen Sailing Team. The cooperation pertains to developing Mekonomen's marine business jointly with one of Sweden's most experienced sailing teams and to make BoatLife easier for all boat owners in Sweden. Mekonomen will be the principal partner to Björn Hansen, while Björn and his team will be active in the development and creation of Mekonomen's marine range and communication.

"The cooperation with Björn and his team feels like a perfect match. They have extensive experience and credibility in the marine world. This cooperation is an exciting mix of communication, with exposure and advertising, as well as a highly valuable exchange of knowledge and expertise, with Björn and his team working closely with us at Mekonomen. We hope that the joint venture will be a bridge builder internally and with our customers," says Staffan Lindewald, Business Area Manager for Mekonomen Fleet and Mekonomen's marine venture.

"By cooperating with Mekonomen, we will create the prerequisites for taking our sailing to the next level. As with Mekonomen, we aim to become the leader in two years. For us, this means that we will be aiming for one of the top five positions in the World Championship in 2011, to then win the gold medal for the 2012 season," says the team's skipper, Björn Hansen.

Mekonomen makes CarLife easier through a wide and easily accessible range of inexpensive and innovative solutions and products for consumers and companies. We are leading spare-parts chain in the Nordic region, with proprietary wholesale operations, more than 300 stores and more than 1,500 workshops, operating under the Mekonomen brands.

For more information:

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About Hansen Sailing Team:

Hansen Sailing Team is Scandinavia's highest ranking match racing team and currently ranked six in the world. In the past ten years, the team has been ranked in the top ten. Match racing is an intense and action-packed form of sailing that occurs close to shore. It is easy to understand that first across the finishing line wins. Sweden's most popular match racing competition is called Stena Match Cup Sweden and takes place in Marstrand in early July. The competition is one of nine World Championship events.

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