



Press release
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Brand-based dealers take the step over to Mekonomen Bilverkstad

Brand-based dealers are entering into partnerships with Mekonomen by integrating the Mekonomen Bilverkstad into their operations.

In the vehicle industry, the after-market, including workshop services, accounts for the majority of earnings. Mekonomen, with original parts and leading logistical solutions, offers a solution for brand-based dealers that wish to reach more customers and perform workshop services on more vehicles of various brands.

Ambjörnsons Bil (Ford etc.), Uvefalk Bil (VAG etc.) and Bilexpo (Mitsubishi etc.) are three dealers that have signed on to Mekonomen Bilverkstad and, in addition to their respective "authorised" brand-based workshops, will now also offer workshop services in accordance with the Mekonomen concept.

"The vehicle industry in general is currently undergoing a quick and thorough evolution. In the EU, competence and quality are decisive factors and vehicle owners' demands are rising. We see belonging to Mekonomen as an enormous strength. Mekonomen gives us access to its technical support and the rapid delivery of spare parts."

Ambjörnsons Bil AB

"Mekonomen is an incredibly strong brand. Customers have started to realise that there is an alternative to brand-based dealers. Through Mekonomen Bilverkstad, we will be able to offer a solution to customers with different vehicle brands that are not currently represented in the region."

Uvefalk Bil AB

"We want to be able to utilise the workshop in a better way and become profitable by servicing more vehicle brands."

Bilexpo Örebro AB

"With the Mekonomen Bilverkstad and MekoPartner concept, we are able to offer a superior total business package to entrepreneurs that were previously tied to one vehicle brand. This is positive, mainly outside of major cities, not only for our cooperation partners but also for the residents of these regions, who are given a more complete selection of services," says Håkan Lundstedt, President and CEO of Mekonomen AB.

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