

# Mekonomen

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## Launch of new Mekonomen Mega concept

**On 6 December, Mekonomen's first unit based on a new concept will be officially opened in Norrköping. Store and workshop will be combined to offer enhanced accessibility, increased opening hours and a broader range - all aimed at making CarLife simpler for consumers. The unit will also be the first to use Mekonomen's new profile.**

The new unit has been adapted for the modern motoring family. During the launch weekend, 6 - 7 December, there will also be a focus on the family, with special offers, entertainment and refreshments. During the weekend, free winter check-ups will also be performed in the workshop and, as at all Mekonomen Service Centres, new car guarantees apply when servicing your vehicle at this unit.

"We chose Norrköping as the first location for the launch of our new concept. Units based on the Mega concept will be successively established in major Scandinavian cities. We have good-value alternatives, which we believe will attract consumers and by increasing the service level and broadening our offering, we will also reach new customer groups," says Håkan Lundstedt, President and CEO of Mekonomen AB.

The new unit is located at Smedbygatan 3, in Norrköping, 500 metres from Norrköping airport, on Arkösundsvägen.

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*Mekonomen wants to make CarLife simpler, through a broad and easily accessible offering of inexpensive and innovative solutions and products for consumers and companies. Mekonomen is Scandinavia's leading automotive spare parts chain with proprietary wholesale operations, approximately 200 stores and more than 1,000 workshops operating under the Mekonomen brand.*

[www.mekonomen.se](http://www.mekonomen.se)