

Mekonomen

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M by Mekonomen awarded Retail Store of the Year, 2011

”Urban women now have their own auto repair shop.” This was the jury’s motivation when M by Mekonomen was awarded Retail Store of the year, 2011. The award was presented at the Major Retail Day, hosted by the magazine Market for the fifth consecutive year, awarding innovative and successful retail concepts.

M by Mekonomen is a concept store developed for women, by women, and goes far beyond the traditional car workshop environment. The store located in Liljeholmstorget Galleria is part of a large investment by Mekonomen for the female motorists. It is the first of its kind and the concept is not only unique in the Swedish market but also in the whole world. The store has received considerable attention and has now been awarded Retail Store of the Year 2011. The award was presented during the Major Retail Day which was held at the China Theater in downtown Stockholm.

– We want to highlight good examples for others to be inspired and learn from, said David Smith, Analyst at the magazine Market and chairman of the jury. The prize was awarded with the motivation:

"Women at Mekonomen have developed a new and modern store concept with a unique and less workshop oriented atmosphere. This has resulted in a more modern and attractive shopping environment. Urban women now have their own auto repair shop. "

– The auto industry is very traditional in general. It is a male-dominated industry with interest focused on the engine, but in recent years Mekonomen has worked hard to change that image. Women and families are two extremely important target groups for us. At Mekonomen, we are very proud to receive this award and happy to inspire others. It is proof of the hard work and commitment showed by our employees, " says Hanna Ekstrand, Consumer Manager at Mekonomen AB.

For more information:

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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.