



A Part of Klintberg & Way Group / Official European Importer



Klintberg & Way Automotive at the 2018 Geneva International Motor Show

Through the subsidiary Klintberg & Way Group, Anders Hedin Invest Group has been appointed by FCA International Operations as authorized importer of Dodge and RAM brands in Europe starting from October 2017.

The Dodge and RAM European market will turn around 9,000 units per year in the coming 3 years. Klintberg & Way Group will contribute to the sales target with its 4,200 after-sale dealers in 37 European countries.

"The group will be a leading partner in meeting the market demands for automotive services. We create value for our customers through excellent availability, service and delivery assurance. Our cooperation with customers and suppliers will lead to long-term sustainability for continued development." Anders Hedin's business idea.

I.A. Hedin Bil was founded in 1985 when Ingemar Hedin and Anders Hedin acquired their first dealership in Borås, Sweden. Throughout the years it sustained a strong and successful growth and nowadays it endures a constant expansion.

Anders Hedin Invest Group is 100 % owned by Anders Hedin. The business prime focus is to conduct and develop the subsidiaries that operate primarily in three business areas:

1. Vehicles (Hedin Bil, Klintberg & Way Automotive and Car to Go Sweden)
2. Car Rental (Mabi Rent)
3. Spare parts, tyres and rims (Klintberg & Way Group)

I.A. HEDIN BIL AB

91% of I.A. Hedin Bil AB is owned by Anders Hedin Invest Group and 9% by Ingemar Hedin.

Hedin Bil is the largest privately owned vehicle dealership group in the Nordic Region – a full-service company with a complete vehicle ownership offer to both private and corporate customers. Financing, service agreements, tyre storage and insurance are just some of the components that make up the total concept. It is located in Sweden – the headquarters is in Mölndal – Norway and Belgium, where 28 car brands are represented in 94 outstanding locations.



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DODGE



KLINTBERG & WAY GROUP

Klintberg & Way Group sells products and services to the automotive industry. It operates primarily in Sweden although developing a solid business in Europe as it is currently going through a stable expansion,

its goal being to become a significant player in service and product provision to the automotive industry and to the vehicles retailing sector.

Klintberg & Way Group comprises KW Parts, KW Wheels, KW Cars, Dawa Däck Techno Tire, Pro-Imp and Wheelspot.

The company has its headquarters in Kista, Stockholm (Sweden) and operations in Gothenburg (Sweden), Kortrijk (Belgium), Oslo (Norway), Butzbach (Germany) and Bremerhaven (Germany).

KW PARTS

KW Parts AB is the authorized spare parts distributor for General Motors North American Vehicles (GM NAV) and MOPAR (Chrysler, Jeep, Dodge) and the European largest spare parts wholesaler of US auto parts operating in 37 countries.

85,000 items of the most requested original and alternative parts are stocked with access to additional 3 million items with fast delivery through daily transport from the United States.

KLINTBERG & WAY AUTOMOTIVE SA

Klintberg & Way Automotive SA is the leading company for Dodge and RAM trucks commercial operations in Europe.

The headquarters is in Lugano, Switzerland, where the executive management, sales and marketing for Dodge and RAM in Europe are located.

Sales operations started in Sweden with a network of 24 dealerships and the first KW Automotive flagship store will open in Stockholm May 2018. The goal is to consolidate a strong dealer network in Germany, Belgium, The Netherlands, Switzerland, Austria, Italy and France by the end of September 2018.

The European market for Dodge and RAM is trading around 7,500 vehicles per year. In this scenario Klintberg & Way Automotive aspiration is to become leader and offer :

- A full Dodge and RAM range and product availability
- An outstanding quality of the homologation process through Klintberg & Way Homologation in Bremerhaven, Germany
- A full warranty service (no CDW) on both Dodge and RAM in cooperation with Svensk Bilgaranti (Swedish car warranty provider)
 - Dodge 2 years | 100.000 km
 - RAM 3 years | 100.000 km
- High level of aftersales support thanks to the synergies with KW Parts



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Klinterberg & Way Automotive Dodge

For more than 100 years, the Dodge brand has carried on the spirit of the brothers John and Horace Dodge who founded the company in 1914. Their influence continues today and Klinterberg & Way embraces their values and passion.

The Dodge range is composed by Dodge Challenger, Charger and Durango.

Dodge Challenger, inspired by the iconic 1971 Challenger, is breaking through the limits of performance.

Available in Europe with 3 engines and 5 trim levels:

- SXT Plus 3.6L V6 AT8 309 hp MY18
- R/T Plus Shaker 5.7L V8 AT8 381 hp MY18
- R/T SCAT PACL 6.4L V8 AT8 492 hp MY18
- SRT 392 6.4L V8 492 hp MY18
- HELLCAT .2L V8 717 hp MT18

Dodge Charger – the only four-door Muscle Car – is the quickest, fastest and most powerful sedan in the world.

Available in Europe with 4 engines and 4 trim levels:

- GT AWD 3.6L V6 AT8 309hp MY18
- R/T DAYTONA 5.7L V8 AT8 381hp MY18
- SRT 6.4L V8 AT8 492hp MY18
- HELLCAT 6.2L V8 AT8 717 hp MY18

Dodge Durango, the King of Suv, is available in Europe with the AWD 5.7L V8 AT8 381 hp MY 18 R/T trim level.

Today 600 cars are ready to be delivered in Europe.

Klinterberg & Way Automotive RAM

Since its North American launch as an independent brand in 2009, RAM has quickly won a solid specialist reputation proven by the many awards and market successes achieved over these years thanks to a range that effectively expresses supreme levels of innovation, capability, efficiency and durability.

Klinterberg & Way Automotive invested in a considerable stock of 2,000 RAM 1500 in order to provide a fast delivery for every customer's need.

The Klinterberg & Way Automotive RAM range is composed by 4 models all with the 5.7L HEMI® V8, 8-speed automatic 4WD on demand.

- Sport Crew Cab
- Laramie Crew Ca
- Longhorn Crew Cab
- Longhorn Limited

After its recent launch at the Detroit Show, the new Ram 1500 MY19 is making its debut in the EMEA region, where the American brand is already very popular. The new vehicle increases size, comfort, capacity and technology but reduces its weight. Klinterberg & Way Automotive is preparing the launch of this amazing vehicle which is forecast at the end of 2018 with a substantial order portfolio.



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KW HOMOLOGATION

KW Homologation and its subsidiary BHC GmbH are part of Klintberg & Way Automotive and perform homologation of imported US vehicles in Bremerhaven, Germany.

In its own premises, with a capacity of more than 500 vehicles per month, BHC homologates Dodge and RAM for the European market. Its staff consists of approximately 30 people who deal with assembly, customization according to European standards and homologation. The quality level delivered is among the highest.

Klintberg & Way Automotive is present at Geneva Motor Show RAM booth from March 8th to March 11th
discover more on www.kwauto.com/press