



KLINTBERG & WAY AUTOMOTIVE IS THE LEADING COMPANY FOR DODGE AND RAM TRUCKS COMMERCIAL OPERATIONS IN EUROPE.

Be a part of Klintberg & Way Group AB. A world made of passion, experience and competence.

October 2018. **Klintberg & Way Automotive SA** was appointed in October 2017 by FCA International Operations, as an Official Importer for Dodge and RAM vehicles in Europe. The headquarters located in Lugano, Switzerland, is home to Marketing, Sales, Technical Service and Network departments.

Sales operations started in Sweden with a network of 24 dealerships and the first KW Automotive flagship store has opened in Stockholm May 2018. Next will be the opening of a second flagship in Germany by the end of 2019. The goal is to consolidate a strong dealer network in Germany, Belgium, The Netherlands, Switzerland, Austria, Italy, France and eastern Europe.

Klintberg & Way Automotive SA is part of the group, **Klintberg & Way Group AB** that offers products and services to the automotive industry and operates primarily in Sweden and other parts of Europe. Klintberg & Way is currently going through a strong period of expansion, 4,200 after-sale dealers in 37 European countries, a significant player in Europe to service and product provision to the automotive industry and the vehicle retailing sector. Currently comprises KW Parts, KW Wheels, KW Cars and other brands. The company has its headquarters in Kista, Stockholm but also has operations in Gothenburg, Kortrijk (Belgium), Oslo (Norway), Butzbach (Germany) and Bremerhaven (Germany).

KLINTBERG & WAY GROUP



Klintberg & Way Automotive SA
Public Limited Company
Registered Office c/o Fidinam SA
Via Maggio 1, 6900 Lugano - Switzerland
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VAT number: CHE-287.970.539

Klintberg & Way Automotive AB
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VAT number: SE559124293701
Klintberg & Way Parts
Haukadalsgatan 5, 164 40 Kista - Stockholms län - Sweden
VAT number: SE556563693201



DODGE



KW Parts AB is one of Europe's largest distributors of spare parts and accessories for American vehicles, authorized partner to MOPAR (Chrysler, Jeep, Dodge). 85,000 items of the most requested original and alternate parts are stocked with access to additional 3 million items with fast delivery through daily transport from the United States.

KW Wheels started in 2014 and is a whole seller of tires and rims to the Nordic automotive industry with special focus on complete wheels. By 2015, KW Wheels acquired Techno Tire, a web platform, in order to better serve our customers in a more modern way.

KWA Technology Center, is the Klintberg & Way Automotive technical center developing high standard solutions to convert and homologate American cars for the European market.

The European market for Dodge and RAM is trading around 7,500 vehicles per year. The Dodge and RAM European market is forecasted around 9,000 units per year in the coming 3 years.

In this scenario Klintberg & Way Automotive aspiration is to become leader and offer with professional partners the following services:

- A full Dodge and RAM range and product availability
- An outstanding quality of the homologation process through Klintberg & Way Homologation in Bremerhaven, Germany
- Full Warranty program in cooperation with AB Svensk Bilgaranti, predominant Swedish Car Warranty, specialized in developing extended warranty products in the car industry: 3 years/100.000 km in Italy – 2 years/100.000 km in rest of Europe
- Full technical assistance, Document Management and digital archive of all documents related to customer's vehicle (DMS), safety recalls, infotainment updates and the highest-quality homologated transformation through KWA Technology
- High level of aftersales support thanks to the synergies with KW Parts

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DODGE



Anders Hedin Invest AB

Anders Hedin Invest AB is a Swedish privately-owned investment company investing in businesses mainly related to the vehicle industry. The objective of the business is to manage and develop its present subsidiaries and to invest in future business and opportunities that will support and leverage on current investments. The company's subsidiaries operate primarily within four areas; vehicles, car hire, properties and business related to spare parts and wheels.

Some examples of subsidiaries Anders Hedin Invests owns: I.A. Hedin Bil AB (91%), Hedin Automotive Norway, Bavaria Sweden, Mabi Rent AB, Klintberg & Way AB and Car to Go Sweden AB.

In addition to the vehicle operations, Anders Hedin Invest AB is a joint owner and owner of other subsidiaries and associated companies; Tuve Bygg AB, Consensus Asset Management AB and Ripam Invest AB.

Anders Hedin Invest has its headquarters in Gothenburg, Sweden.

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KWA PRESENTS THE ALL NEW 2019 RAM 1500 - 5th RAM Generation

Throughout history the Ram Brand is synonymous with innovation in the pickup segment. More recently, since the mid-2000s, when it started offering a luxury trim level and again in 2013, when RAM raised the bar again by presenting the first pickup with an automatic transmission with more than six speeds.

Now, with the launch of 5th generation of RAM in Europe, with an even more luxurious pickup. The options list is now twice the size of the previous model with many unavailable on other brands of pickup:

Driver assist features

- Advanced Brake Assist
- Lane Departure Warning Plus
- Full Speed Forward Collision Warning Plus
- Adaptive Cruise Control
- Parallel and Perpendicular Park Assist
- Trailer Control
- Blind Spot Monitoring System

Best-in-class infotainment

- Standard 8.4 inch display with Android Auto/Apple car Play
- New class leading 12 inch display
- New Harman Kardon Premium Audio 19 speaker audio system
- Wireless smartphone charging pad
- 7 inch Instrument Cluster

Unimaginable Comfort Options for a pickup, until now,

- Full length sunroof
- Air suspension
- Power 12-way driver seat with memory
- Power adjustable pedals with memory,
- Rear windows
- real leather premium trims
- Auto Dimming Rear mirrors
- Six Seats Available
- Remote Tailgate release
- Keyless go
- LED Headlamps with auto high beam function
- disc brakes on all 4-wheels

Existing owners who chose a RAM crew cab pickup know that the rear space is without compromise, the legroom was already twice that of competitors and now offers even more:

- new feature allows adjustment of rear seat backrests
- seat heating and ventilation are now available also for the rear seats.
- new under seat storage box

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Included in the KWA RAM offer is the Quad cab, available with five or six seats, where the rear leg room still matches other mid-size crew cab pickups and yet the cargo area length exceeds that of a mid-size extended cab pickup.

From its launch in 1918 and then as a stand-alone division since 2009, the Ram brand has steadily emerged as an industry leader with trucks that are proven to last. In fact, RAM in United States has the highest owner loyalty of the pickup segment. To be the best, it takes commitment to innovation, capability, efficiency and durability. Ram Trucks invests in its products, endowing them with rugged good looks, refined interiors as well as durable engines and exclusive features that further enhance their capabilities.

Whatever your aspiration and destination a RAM truck will be a trusty companion there to help you with its power, technology and safety, whenever required:

- HEMI V8 5.7 Liters gasoline engine
 - 291 kw/395 hp @ 5.600 rpm
 - 556 Nm @ 3.950 rpm
- Engine adopted new MDS Technology, Multi-Displacement System, to achieve new class leading target for fuel efficiency by deactivating four of the V8's cylinders when the throttle is closed or at steady highway speeds.
- 8-speed Transmission
- Full Time transfer case with 5 operating modes:
 - 2WD High, rear-wheel drive only for the best fuel saving driving mode
 - 4WD Auto, power is diverted to the front wheels automatically when the vehicle senses a loss of traction. Very few pickups are equipped with this system which comes into its own when dealing with variable road conditions.
 - 4WD High, provides 50% of torque to the front driveshaft, this provides additional traction for loose, slippery surfaces. This system is standard for pickup.
 - 4WD Low, despite having an 8-speed transmission, RAM 1500 has Low Range to maximize torque for heavy load applications and in extreme off-road situations.
 - 4WD Lock, activates an electronically operated differential lock to provide maximum traction and maintain progress no matter how tough the terrain.
- Gross Trailed Weight 3.5 Tonnes
- Gross Vehicle Weight 3.5 Tonnes

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What about the external dimensions? Until 2010, European pickup market was entirely dominated by the classic mid-size pickups made by Japanese brands. From then on, the European pickup market underwent a transformation! The current market leaders are both wider and longer than the traditional mid-size pickup which means that there is an increasing trend for these larger vehicles, raising the desirability and sales.

RAM 1500, could be for work, thanks to the rear cargo area, carrying and towing ability, or for fun, thanks to the luxurious interior, the choice is yours but best of all, in reality, the RAM 1500 can do both equally well.

The 2017 and 2018 has been for RAM in Europe a year of confirmation in the pickup model overall linking. Up today, RAM is on the top 10 ranking in Europe, establishing as the leader of Full-size pickup in Europe. For the future our aim is sustained growth becoming a relevant player, leveraging on the All new 2019 RAM 1500.

KWA presents the all new 2019 RAM 1500 in Europe with a recommended lineup aimed to enlarge the market potential whilst encouraging the customer to personalize his RAM 1500 thanks to a flexible and complete offer based on:

- 4 trims
 - Bighorn → for everyday use
 - Laramie → volume version, impressive mid-level luxury and refinement
 - Longhorn → traditional American luxury
 - Limited → top-of-the-range, in terms of technology and luxury

- 3 appearance packs (available on Bighorn and Laramie)
 - Sport Package
 - Black Package
 - Off-road package

- Up to 2 Technology Packages for each trim
- Large choice of functional and comfort free options
- 10 body colors
- 9 interior trims
- 2 Bodies
 - Quad Cab (5/6 seats)
 - Crew Cab (5/6 seats)

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