

Mekonomen Group

MECA BilXtra Mekonomen

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Mekonomen Group expands internationally to South Korea

Mekonomen Group is expanding to South Korea with sales of the proprietary spare parts range, ProMeister. Sales will occur through collaboration with the South Korean distributor, EK (Eiko) Global. In addition to sales of spare parts, the collaboration will also comprise a cooperation on facilities with a ProMeister profile and training through ProMeister Academy.

Sales in South Korea will occur through e-commerce, retail sales and workshops.

"This is a milestone for Mekonomen Group, since our products and brands are now on the map of the large Asian market. South Korea is part of our international expansion and will be the sixth country in our vision of 20 countries by 2020", says Håkan Lundstedt, President and CEO of Mekonomen Group.

Since 2013, the ProMeister spare parts range has been delivered to workshops and stores throughout the Nordic region. The range is continuously expanding and currently consists of more than 5,000 articles. ProMeister stands for high quality at a good price and is also delivered with the industry's longest guarantee, a full five years. With this collaboration, Mekonomen Group will have operations or sales in six countries: Sweden, Norway, Denmark, Finland, Iceland and South Korea.

"In Mekonomen Group's Nordic home market, ProMeister captures market shares every week from the major suppliers in Europe. The cooperation with the South Korean distributor will provide the opportunity to offer affordable quality, with the industry's longest guarantee to a significant market in Asia", says Jonas Rydberg, President of ProMeister Global Ltd

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