



BILIA STARTING INTERNET AUCTIONS

Bilia is planning to start selling used cars via internet auctions at the beginning of next year. These operations will be run by the newly established company Netbil Skandinavien AB and they are expected to start generating a profit in 2008.

“More than one million used cars are sold in Sweden, but only 30% of them are sold via authorised dealers”, says Bilia’s managing director, Jan Pettersson.

“ Internet auctions will give us an opportunity to reach totally new customer categories. In addition to increasing the volumes of used cars, we shall have the chance to sell more new cars, as well as offering financing and workshop services. We are aiming to create Scandinavia’s most attractive marketplace for used cars”, Jan Pettersson concludes.

Roger Löfman has been recruited as the managing director of Netbil Skandinavien AB , while Martin Waktel will be the company’s marketing manager. They both have experience of internet auctions and Martin is joining Bilia directly from the Kvarndammen auction company.

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For further information, please do not hesitate to contact Bilia’s managing director and CEO, Jan Pettersson, on: +46 31 709 55 00.