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Mekonomen receives recognition from customers

Mekonomen was named Sweden's strongest brand in the "Car accessories and workshops" category for the fourth consecutive year. The award is based on a customer survey carried out by Evimetrix.

"This award is recognition of the efforts of Mekonomen's workshop owners, service technicians and warehouse and store workers who take care of our customers on a daily basis. We are delighted to once again receive confirmation that we are Sweden's strongest brand," says Håkan Ohlin, Marketing Manager, Mekonomen Sweden.

The Mekonomen Service Centre in Häggvik was among those who celebrated the award.

"We work tirelessly to maintain a high level of service and it is therefore extremely gratifying that Mekonomen has received this recognition given that it is based on the opinions of customers," says Youcef Abna Aissa, owner of the Mekonomen Häggvik Service Centre.

The Swedish Brand Award centres around brand perception. The award is based on a survey carried out by Evimetrix and the results indicate how well-liked and recognised a brand is among consumers. This year, more than 6,500 consumers have given close to 100,000 reviews of 500 brands in 35 industries.

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Caption: Mekonomen's Håkan Ohlin, Marketing Manager and Nikolina Ivis, Campaign Coordinator were on hand to accept the prize when Mekonomen was named Sweden's strongest brand in the "Car accessories and workshops" category during the Swedish Brand Award.



Caption: During the Swedish Brand Awards, Mekonomen was named Sweden's strongest brand in the "Car accessories and workshops" category. The award was celebrated at the Mekonomen Service Centre in Häggvik.