

Mekonomen

Box 195 42
SE-104 32 Stockholm
Sweden
Visiting address:
Solnavägen 4, plan 11
Tel: +46 (0)8 464 00 00
www.mekonomen.se

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Mekonomen strongest brand in the industry

Mekonomen has been named the strongest brand in the industry "Car Parts and Workshop" in Sweden. The award was presented during the Swedish Brand Award and is based on an annual recurring consumer survey conducted by the research company Evimetrix.

This is the fifth time in six years that the consumers elect Mekonomen as the strongest brand in the industry. According to Mekonomen Sweden's newly-appointed Head of Marketing, Sofia Willuhn, it is the team and focus on the customers that have contributed to the success:

"Mekonomen has a solid history of strategic branding and business development with the customer in focus. We are a large company and a market-leader, why it is important to continue to challenge and listen to the customers. We have an awesome team throughout the chain, from those who meet customers daily to creative marketers, all of which build the brand every day", says Sofia Willuhn.

The award is based on a survey conducted by the research company Evimetrix and the results indicate how well-liked and recognised a brand is among consumers. This year, more than 6,200 consumers have submitted reviews of approximately 500 brands in nearly 40 industries. According to Mekonomen's own brand surveys, more than 40 per cent of the Swedish car owners state Mekonomen as the first player when asked "Which workshop chains do you know?".

For further information, please contact:

Sofia Willuhn, Head of Marketing, Mekonomen Sweden
Telephone: +46 (0) 8 464 00 00, Email: sofia.willuhn@mekonomen.se

Mekonomen makes carlife easier. We offer a broad and easily accessible range of affordable and innovative solutions and products for consumers and companies. We are the leading car service chain in the Nordic region, with proprietary wholesale operations, stores and workshops. Along with FTZ, Inter-Team, MECA and Sørensen og Balchen, we are a part of Mekonomen Group.