

Mekonomen

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Mekonomen committed to the marine market in Sweden

– First step is the acquisition of leading actor Marinshopen

Mekonomen's goal is to become the leading actor on the Swedish marine market within three years. As an initial act to achieve this Mekonomen acquires Marinshopen, which already is one of the leading actors on the marine market. Marinshopen will operate as part of Mekonomen by the end of 2010.

Marinshopen is specialized in spare parts to boat engines. The company has a substantial and competitive assortment of spare parts and accessories to virtually all types of boat engines.

– Mekonomen see a great potential in the marine market and to quickly assure a leading position we've now chosen to acquire Marinshopen. Marinshopen is an ideal company for us since they have special competence within all types of boat engines and already have a large client and contact base throughout the country. The company has been in business for over 30 years and provides Mekonomen with a flying start to our commitment on the marine market, says Håkan Lundstedt, President and CEO of Mekonomen.

Marinshopen has a current turnover of approximately 35 million SEK and has a client base consisting of private consumers but mostly boatyards and wholesale dealers. The company has a combined central stock and store in Stockholm, which provides customers all over the country with spare parts and accessories to all types and brands of boat engines. Marinshopen's concept is similar to Mekonomen's and there are great synergy effects between the companies, which will turn them into one strong actor.

– Above all, Marinshopen's customers will now benefit from Mekonomens well-established distribution channels making deliveries to the customers quick and efficient. It will mean a tremendous improvement to the marine market, which traditionally has been recognized by long deliverance processes. Marinshopen will be the core of Mekonomen's investments within the marine segment and the assortment will gradually be introduced in Mekonomen's units during 2011. Firstly in the units close to the sea and to lakes. Under the regime of Mekonomen the business within the marine segment will now start to grow substantially, says Håkan Lundstedt.

Marinshopen has over 700 boat yard customers, service shops and marinas, and also operates within the business-to-customer market. Their assortment includes a complete variety of broad accessories from all leading manufacturers. The assortment includes electronics to boat engines, rubber-boats, propellers, and steering systems, amongst other things.

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Mekonomen makes CarLife easier, through a broad and highly accessible offering of low-cost and innovative solutions and products for consumers and companies. We are Scandinavia's leading automotive spare-parts chain with proprietary wholesale operations, more than 200 stores and more than 1,000 workshops, all operating under the Mekonomen brand.