

Mekonomen launches towing service

Mekonomen and partner Zaki Group/Auto Assistance Group Scandinavia are now establishing Mekonomen Towing. The cooperation is the next step in achieving Mekonomen's goal of making carlife easier for consumers. Initially the towing service is launched in Stockholm and the base of operations will be situated in Mekonomen's new around-the-clock unit at Gärdet.

– We will be on site, out on the roads, when a car is malfunctioning in order to offer support for consumers. For example, we will offer around-the-clock transportation to any shop that the consumer wishes to use, whether it's Mekonomen or not. This is also why we feel that Mekonomen Gärdet and our around-the-clock shop is the ideal location for the base of operations for Mekonomen Towing, says Håkan Lundstedt, President and CEO of Mekonomen.

Initially, Mekonomen Towing will cover the Stockholm area.

– If our customers appreciate the service, we will expand to other cities, says Håkan Lundstedt.

The launch of Mekonomen Towing is planned for September 2011.

Contact

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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 the leading automotive spare-parts chain in the Nordic's with proprietary wholesale operations, more than 300 stores and more than 1,500 workshops, all operating under the Mekonomen brands.