**Simon Broström Appointed Acting CEO of Hedin US Motor**

**After two years as CEO of Hedin US Motor (the official European distributor of the Ford F-150) and nearly a decade with the Hedin Mobility Group, Anderz Larqvist has decided to retire. Hedin US Motor has appointed Simon Broström, currently the CFO of the company, as Acting CEO until a permanent CEO is in place.**

On 31 July 2024, Anderz Larqvist retired and stepped down from his role as CEO of Hedin US Motor. Over the past two years, Larqvist has been responsible for launching the European distribution of Ford's F-150 programme along with associated aftersales services. Prior to this assignment, Larqvist was CEO and responsible for establishing the Hedin Mobility Group's Ford dealership network in Sweden, which resulted in 25 brand-specific facilities. He began his mission within the Hedin Mobility Group in March 2016 and has also been involved in business development across various business areas during his tenure with the group.

"These past nearly nine years have been the most exciting and rewarding of my long career. I have been entrusted to start, acquire, and develop businesses at a rapid pace. I have seen the Hedin Mobility Group grow from around 1,000 to approximately 14,000 employees. This is an amazing development. As I now make the decision to retire, I do so with a smile on my face. It is impossible to surpass what I have experienced," says Anderz Larqvist, recently retired CEO of Hedin US Motor.

Hedin US Motor has appointed Simon Broström, currently the CFO of the company, as Acting CEO. Broström has broad international experience and, during his time with the company, has gained a solid foundation and overview to lead the organisation. He will ensure stable continuity until a permanent CEO is appointed.

"Anderz Larqvist has made incredible contributions to the Hedin Mobility Group, especially over the last two years and the launch of the European distribution of the Ford F-150 programme, which is now present in eight countries. It is an honour to have been part of the journey with Anderz and now to be given the opportunity to continue his legacy – with even more countries in sight," says Simon Broström, new Acting CEO of Hedin US Motor.