

AD Sweden acquires Örum Oy Ab

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The Finnish company Örum Oy Ab is now part of AD Sweden. The acquisition is fully aligned with AD Sweden's long-term strategy. By joining forces with a company built on strong local presence, technical expertise and a deep commitment to customer needs, AD Sweden strengthens its position across the Nordic region and lays the foundation for continued growth. It is a step taken with pride, passion and confidence. Örum holds a strong position in the Finnish aftermarket, backed by long-standing customer relationships, technical know-how and a hands-on approach to supporting everyday workshop operations. The company shares the same values as AD Sweden.



The acquisition of Örum Oy strengthens AD Sweden's presence across the Nordic automotive aftermarket."

"This is more than an acquisition – it's an investment in the future. We see great potential in connecting our expertise and networks. Örum stands for the same care, competence and local presence that define who we are" says Adam Källberg, CEO of AD Sweden.

AD Sweden is a leading player in the independent automotive aftermarket, with a nationwide network of stores and workshops. Örum has been a key part of the Finnish market for over 100 years. Both companies offer strong product portfolios, deep technical knowledge and close partnerships with workshops and resellers across Sweden and Finland. The acquisition reflects AD Sweden's strategic direction and vision for the future. In a fast-evolving industry, technical capabilities and strong local relationships are more important than ever. By combining experience across borders, the two companies are better positioned to meet future challenges.

Örum will continue operating under its established brands. The focus is on building on what already works, with combined strength and strong respect for local operations. For customers, partners and suppliers, this means continued stability, trusted relationships and new opportunities for growth over time.

“We have great respect for Finnish entrepreneurs. They are present, skilled and dependable – exactly what this industry needs. Together we will strengthen local presence and create even better conditions for workshops across Finland,” says Ann-Catrin Månsson, Deputy CEO of AD Sweden.

The journey continues – with new colleagues, new roads ahead and a strong belief in the future.

Älska varje mil / Rakasta jokaista kilometriä

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