



PRESS RELEASE

20th of May 2021

Interdan Group Changes its Name into K.W. Bruun & Co

Interdan, one of the largest car importers in the Nordic countries - importing Peugeot, Citroën, DS, and Opel to Denmark and Sweden – goes back to its original name. The name change refers to the historical roots, founder Karl Wilhelm (K.W.) Bruun selling his first cars, more than 100 years ago.

K.W. Bruun's roots go back to 1914, when Karl Wilhelm Bruun sold his first car. He was a talented and inventive salesman and quick to put thought into action. Today, more than 100 years later, his salesmanship is still one of the cornerstones of the Group's way of doing business. "We keep adjusting our business model, just like our culture has evolved through time, while our business principles and DNA remain untouched. As a family fund owned corporation, we are proud of what K.W. Bruun created, just like we are proud of our employees and today's efficient business. For us, it is only natural to move into the future, in the same way we started: As K. W. Bruun & Co", says Anders Bruun, 3rd generation and Chairman of the Board of K.W. Bruun & Co.

The name change is launched simultaneously with Maria Bruun-Lander's, 4th generation, stepping down as CEO of the Group and instead taking on the role of Deputy Chairman of the Board. Lars Christian Dybkjær, former CFO/COO of Interdan Holding, takes over the position of CEO of K.W. Bruun & Co.

"The K.W. Bruun brand reflects who we are and what we are passionate about. This identity shows that there are people behind, and that we share passion and engagement", Maria Bruun-Lander explains and continues: "Now K.W. Bruun will become visible throughout our entire company structure with the new logo and brand identity, working as a common denominator for all companies". The subsidiaries, Bilabonnement and Quickpoint, will keep their current visual identity and name, with the addition of the K.W. Bruun name underneath their respective logos.

The name change will take effect today. The practical changes in relation to the name change, i.e., signs, new it-infrastructure etc., will be rolled out throughout 2021.

About K.W. Bruun & Co

K. W. Bruun & Co's roots go back to 1914, when founder Karl Wilhelm Bruun sold his very first cars. Today, K.W. Bruun & Co A/S is one of the largest car importers in the Nordic countries, importing car and spare part of the brands Peugeot, Citroën, DS and Opel in Denmark and Sweden and Mitsubishi in Denmark. The Group works within two additional focus areas, development of digital concepts focusing on the mobility solutions of the future and investments in securities and properties. In 2020 Classic Car House A/S was founded - an upcoming, unique meeting place for people with love and enthusiasm for classic cars. Read more at <https://www.kwbruun.com/>

Primary Companies in the K.W. Bruun Group

K.W. Bruun & Co | K.W. Bruun Invest A/S | K.W. Bruun NxT A/S | K.W. Bruun Import A/S |
K.W. Bruun Automotive A/S (Peugeot, Citroën, DS, Opel in DK) | K.W. Bruun MMC A/S (Mitsubishi in DK)
K.W. Bruun Automotive AB (Peugeot, Citroën, DS, Opel in SE) | K.W. Bruun Logistik A/S |
K.W. Bruun Logistik AB | Bilabonnement A/S | Classic Car House A/S | Quickpoint A/S |
Gran Turismo Cars A/S |

K.W. BRUUN & CO