



**Koenigsegg**

## Fredrik Wahrolén appointed Sales & Marketing Director for Koenigsegg

Koenigsegg Automotive has appointed Fredrik Wahrolén to a newly created position as Sales & Marketing Director.

Fredrik comes to Koenigsegg from Mercedes-Benz where he was Head of PR & Communications for the Swedish market from 2014 to 2019. Prior to that, he worked in a variety of senior management roles within Marketing and Communication with Peab, Duni and IKEA. He has also been an agency CEO within the Grey Network.

*"The growth of Koenigsegg over the last few years has been phenomenal. The growth we foresee for the future will take us into new territory, expanding our reach around the world. As such, we want to ensure our organisation is ready to support and service the new customers we welcome into the Koenigsegg family,"* said Christian von Koenigsegg, Founder and CEO.

*"The appointment of Fredrik Wahrolén is a key step in that process. Fredrik brings considerable industry experience and his influence will be felt across the company as we focus even more on customer service and satisfaction."*

Fredrik Wahrolén, on his new position:

*"Koenigsegg is an innovator with unique technology and a challenger in the automotive industry. I really look forward being part of Koenigsegg's exciting journey – entering new segments and taking advantage of growth opportunities in the hyper car segment."*

Fredrik started in his new position on May the 6th.

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