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## **Kesko to make changes in its car trade division – codetermination negotiations initiated as part of the process**

**Kesko aims to increase the sales and improve the profitability of its car trade division, focusing especially on improving customer experience and operational efficiency and accelerating digitalisation.**

“The automotive sector is undergoing a transformation, and in order to achieve growth and better profitability, we must adapt to the situation. The measures we are now taking are an important part of Kesko’s execution of its growth strategy,” says **Matti Virtanen**, President of Kesko’s car trade division.

Due to the planned changes, Kesko’s car trade division will initiate codetermination negotiations with personnel representatives. The negotiations will concern the whole personnel working in the car trade business, some 1,360 people in total. It is estimated that work on offer will be reduced by a maximum of 280 person-work-years over the next 18 months. Half of the reduction is estimated to take place during 2021. If employee redundancies are required, Kesko will aim for as many people as possible to find new employment in Kesko’s car sales or other businesses.

The codetermination negotiation procedure has been initiated on 3 May 2021. The negotiations will begin on 10 May and are estimated to conclude towards the end of June.

### **Further information:**

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*K Auto Oy imports and markets Volkswagen, Audi, SEAT, CUPRA, Porsche and Bentley passenger cars and Volkswagen Commercial Vehicles in Finland, and SEAT cars in Estonia and Latvia.*

*K Auto Oy also imports MAN trucks, MAN TGE vans and MAN and Neoplan buses into Finland. In addition, K-Auto develops car-related multichannel services. [www.k-auto.fi](http://www.k-auto.fi)*

*K-Auto’s retail company K-Caara is a major retailer of new and used vehicles and it offers servicing and after-sales services at its own outlets in 15 localities. K-Caara’s services also include the online sales of used cars, a store for lower price range used cars and leasing services for companies and private customers. [www.k-caara.fi](http://www.k-caara.fi)*

*Oy AutoCarrera Ab is the official import company of Porsche in Finland. Porsche Centers in Espoo, Helsinki, Tampere and Turku are full-service dealerships that offer professional service and new Porsche models, used cars, servicing, and spare parts and accessories. More information: [www.porsche.fi](http://www.porsche.fi)*

*Kesko and K-retailers together form K Group, whose retail sales total €14 billion. K Group is the third biggest retail operator in Northern Europe and it employs some 39,000 people. Kesko operates in the grocery trade, building and technical trade, and car trade. Its divisions and chains act in close cooperation with retailer entrepreneurs and other partners. Kesko's net sales total €11 billion and it employs approximately 18,000 people. Kesko has around 1,800 stores engaged in chain operations in Finland, Sweden, Norway, Estonia, Latvia, Lithuania and Poland. Kesko's shares are listed on Nasdaq Helsinki. The company's domicile and main premises are located in Helsinki. Kesko ranks as the world's most sustainable grocery trade sector company (Global 100 Most Sustainable Corporations in the World). [www.kesko.fi](http://www.kesko.fi)*