

## **Hedin Automotive opens first INEOS Grenadier flagship store Switzerland in Zurich-Dielsdorf**

**British newcomer INEOS Automotive is launching the INEOS Grenadier – an off-road vehicle that's not just for off-road fans. Hedin Automotive is the official INEOS Grenadier importer in Switzerland and Liechtenstein, and in 10 other European markets. The first INEOS Grenadier flagship store in Switzerland – one of the first showrooms in the world – opens in Zurich-Dielsdorf on 30 January 2023. Grenadier fans can expect all things related to the long-awaited 4x4 vehicle in a space of 250 square metres.**

The INEOS Grenadier showroom was designed as a mix of industrial charm with a loft-like sense of space and a touch of homely chic. Clear shapes, different wood and metal trim finishes and a modern lighting concept combine a flair for adventure with an urban feel. A map of Switzerland measuring around six square metres is used as a community board – photos of customers with their Grenadiers are pinned to their home towns and symbolise the large network of Grenadier fans in Switzerland. To help prospective customers visualise the different exterior paint finishes, the team turned petrol cans into colour samples in the in-house paint shop, painting them in the ten official INEOS Grenadier colours. 'Take a seat and allow yourself to be inspired' is the motto for the vehicles on display, which invite you to experience them for yourself and try them out in the showroom – and from 15. February on also on the road.

'The INEOS Grenadier isn't just an exciting innovation for off-road and adventure fans,' says Patric Andrae, Head of INEOS at Hedin Automotive Switzerland. 'From the very beginning, we received a great deal of interest from a wide range of areas. The vehicle delivers best-in-class functionality, performance and quality. The different models and various configurations allow the Grenadier to be customised to individual needs. Our customers use the vehicle in different areas. Fans of the outdoors will find it to be the ideal travel companion because, with a towing capacity of 3.5 tonnes, the Grenadier is perfect for towing heavy camping trailers. The Grenadier also makes the most of this towing capacity for anyone towing a horsebox or boat trailer. Rangers and hunters appreciate the large loading area in the luggage compartment and the 30:70 split rear doors. But the Grenadier is also an interesting vehicle for customers from the local government sector due to its versatility and robustness. It also impresses in urban areas with its chic style, comfort, good all-round visibility and elegant appearance. In short, the INEOS Grenadier is exciting for a wide audience. The large range of accessories, equipment and attachments make each Grenadier unique and something very special indeed. We are particularly proud to be the first dealer in the world to deliver the first Grenadier vehicles in Switzerland. My team and I have put our hearts and souls into the market launch and the flagship store opening over the past few months. Now we are so delighted that the first vehicles will soon be on the roads and that we are able to welcome many Grenadier fans to Dielsdorf from all over Switzerland and Liechtenstein.'

INEOS Automotive is a subsidiary of the British chemical group INEOS. The manufacturer only started series production of the 4x4 vehicle in October 2022 at the former Daimler plant in Hambach, France.

The off-roader is a vehicle in the style of the old Land Rover Defender and will initially be offered with a petrol or diesel engine. The 3.0-litre six-cylinder diesel engine has an output of 249 hp and a maximum torque of 550 Nm. The petrol version produces 286 hp and 450 Nm respectively. The units come from BMW and are connected to an eight-speed automatic transmission from ZF.

With a steel profile of up to 3.5 mm thick and maximum corrosion protection thanks to a full cathaphoretic electrocoating, interior cavity wax and exterior powder coating, the ladder frame with a closed box section forms the basis for reliable off-road mobility in the Grenadier. The permanent four-wheel drive, heavy-duty rigid axles and three differential locks (where the centre differential lock comes as standard and the front and rear differential locks are available as an option) ensure reliable traction on any surface without any delays.

INEOS Grenadier Flagship Store  
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Opening hours:

Mon – Fri: 8:30 am – 6:00 pm

Sat: 9:00 am – 4:00 pm

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