



Exclusively at the Mall of Berlin: digital brand Autohero is opening its first stationary store



Berlin, 24th August 2022 – Since the 15th of August 2022 Autohero, Europe's leading online shop for used cars, is based with its first pop-up store on around 170 sqm at the ground floor at the Mall of Berlin in the district of Berlin-Mitte. With the opening of the pop-up store Autohero is positioning itself as a personal brand brought into life and is temporarily expanding its distribution channels. During its three-month presence at the Mall of Berlin different events are going to take place.

The focus of the new pop-up store lies on purchase advice for used vehicles with Autohero: visitors of the Mall of Berlin are invited to inform themselves about the brand and the online purchasing process, or even to find a suitable second-hand car. Appointments can also be made online free of charge via <https://www.autohero.com/de/pop-upstore/> in advance. Customers who would like to trade in their car are being consulted by the employees and can benefit from a free offer at the store upon presenting the vehicle documents. As part of the pop-up store concept the Autohero truck made of glass is simulated, making the shopping experience even more tangible for potential customers: the truck bed is the center of attention and shows different vehicles of the online shop with integrated displays – just like delivering right in front of the doorstep.

“With the opening of our pop-up store at the Mall of Berlin we mark a new milestone for Autohero and, for the first time ever, are showing on-site and live how transparent, modern and comfortable it is to purchase used cars with us. We are proud to be able to represent our brand in such an innovative store concept and are looking forward to welcoming numerous customers at our store”, says Hamza Saber, CEO of Autohero Germany.

“More and more brands are focusing on a multi-track retail strategy, such as the Berlin-based tech company Autohero. For the first time ever at a German shopping center, it is now possible to buy second-hand cars live on-site and furthermore benefit from a comprehensive consulting. Our international relevance as a shopping mall perfectly matches the brand Autohero, which is operating Europe-wide. We are proud to welcome Autohero as our second automotive player, in addition to Tesla, at our Mall of Berlin”, says Harald Gerome Huth, owner and Managing Director of HGHI Holding GmbH.

In direct proximity to world-famous sights such as the Brandenburg Gate, the Reichstag and the Holocaust Memorial, the Mall of Berlin offers a uniquely urban mix of shopping, gastronomy, hotel, entertainment, office and living. The shopping and experience center, which opened in 2014 on the former site of the Wertheim department store, comprises a total of approximately 76,000 square meters of retail space, approximately 12,000 square meters of hotel space and approximately 30,000 square meters of living space. With over 300 stores, one of the largest food courts in Germany and an extensive program of events, the Mall of Berlin attracts around 22 million visitors from Germany and abroad every year.

For further information, please visit www.mallofberlin.de or follow the Mall of Berlin on Facebook (@mallofberlin) and Instagram (@mallofberlin_).

HGHI Holding GmbH
Mendelssohn-Palais
Jägerstraße 49/50
10117 Berlin
Internet: www.hghi.de

Contact person:
Dana Voiculescu
Corporate Communications
Phone: +49 30 8049848-144
E-Mail: hghi-presse@hghi.de



Schultheiss
· QUARTIER ·



TEGEL QUARTIER
Fußgängerzone
GÖRKISTRABE



HGHI



HGHI HOLDING GMBH

PRESS RELEASE

2/2

About Autohero

Autohero is a brand of the listed AUTO1 Group SE and enables its customers a comfortable, safe and individual purchase of used vehicles. The company offers its vehicles unexceptionally with the Autohero-quality standard. Furthermore, customers benefit from a Germany-wide delivery of the car free of charge until the front of the doorstep or alternatively to a pick-up location in the proximity of the customer. Besides a 21-day money-back guarantee all vehicles have a one-year warranty.

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realisation of great visions. In the meantime, the real estate specialists can look back on a wealth of international experience, which already includes more than 1,000,000 sqm of successfully marketed retail, office and residential space. One of HGHI's largest and best-known projects is the Mall of Berlin at Leipziger Platz 12, which attracts over 22 million visitors from Germany and abroad every year with around 300 shops. Further information can be found on www.hghi.de.

HGHI Holding GmbH

Mendelssohn-Palais
Jägerstraße 49/50
10117 Berlin
Internet: www.hghi.de

Contact person:

Dana Voiculescu
Corporate Communications
Phone: +49 30 8049848-144
E-Mail: hghi-presse@hghi.de



Schultheiss
· QUARTIER ·



TEGEL QUARTIER
Fußgängerzone
GORKISTRASSE

