

# News from OilQuick AB

21 December 2011

## OilQuick family business passes on to the next generation

### Third generation

The third generation of the Sonerud family is now taking control of the family business OilQuick AB. After 31 years as CEO, Åke Sonerud is handing over the firm to his children, Henrik and Linnea. Taking up the position of CEO on 1 January 2012, Henrik Sonerud together with his sister, Linnea Sonerud, who is the administrative manager, will lead the family business into the future. Åke Sonerud will continue to work in business development and as area sales manager for the German-speaking countries.



### Henrik Sonerud new CEO of OilQuick AB

On 1 January 2012 Henrik Sonerud will take up the position of CEO at OilQuick AB. As a result, control of the company will pass to the third generation of the Sonerud family. Henrik Sonerud has all the right qualifications for his new position. He grew up in a family business with strong links to the construction machinery industry. In addition, he has also gained a sound knowledge of economics, including a degree in business administration in 2004. Having worked at the company for six years, latterly holding the position of sales director, he is more than familiar with the products sold and the market situation. Henrik is used to competitive situations, as he played team sports such as floorball and football for many years, which will stand him in good stead for captaining the OilQuick team.

### 60th anniversary in 2012

The family business was founded by John Sonerud in 1952. Initially he sold various products to farmers. The many products marketed in those early years ranged from harrows and reconditioned tractors to freezers and televisions. In 1959 John Sonerud founded Svenska Hymas AB and started manufacturing hydraulic backhoe loaders. The company was later to become today's backhoe loader manufacturer Huddig AB.

Soneruds Maskin was the local dealer for Hymas backhoe loaders in central Sweden up until 1980. In 1980 John Sonerud's son Åke took over management, turning the business into a sales and development company with the focus on developing and selling intelligent excavator equipment. The Grab John was its top seller in the 1980s. Since the mid-1990s, the fully automatic OilQuick quick coupler systems for attaching tools to various machines have been the company's most successful products. In 2002 we changed the name to OilQuick AB to market the company and our products under the same name. This enables us to convey the product message better and exploit the benefits in developing the brand. Details of the company history are available on the OilQuick website. In 2012 we are celebrating the company's 60th anniversary. To mark the occasion, we are organising an event in Hudiksvall at the beginning of June. Further details will be announced in due course.