

CORETURA

To us, Gothenburg looked
great on paper, and proved
even better **irl**

About Coretura

Start

June 2025

Focus

**SDV Software
& Hardware**

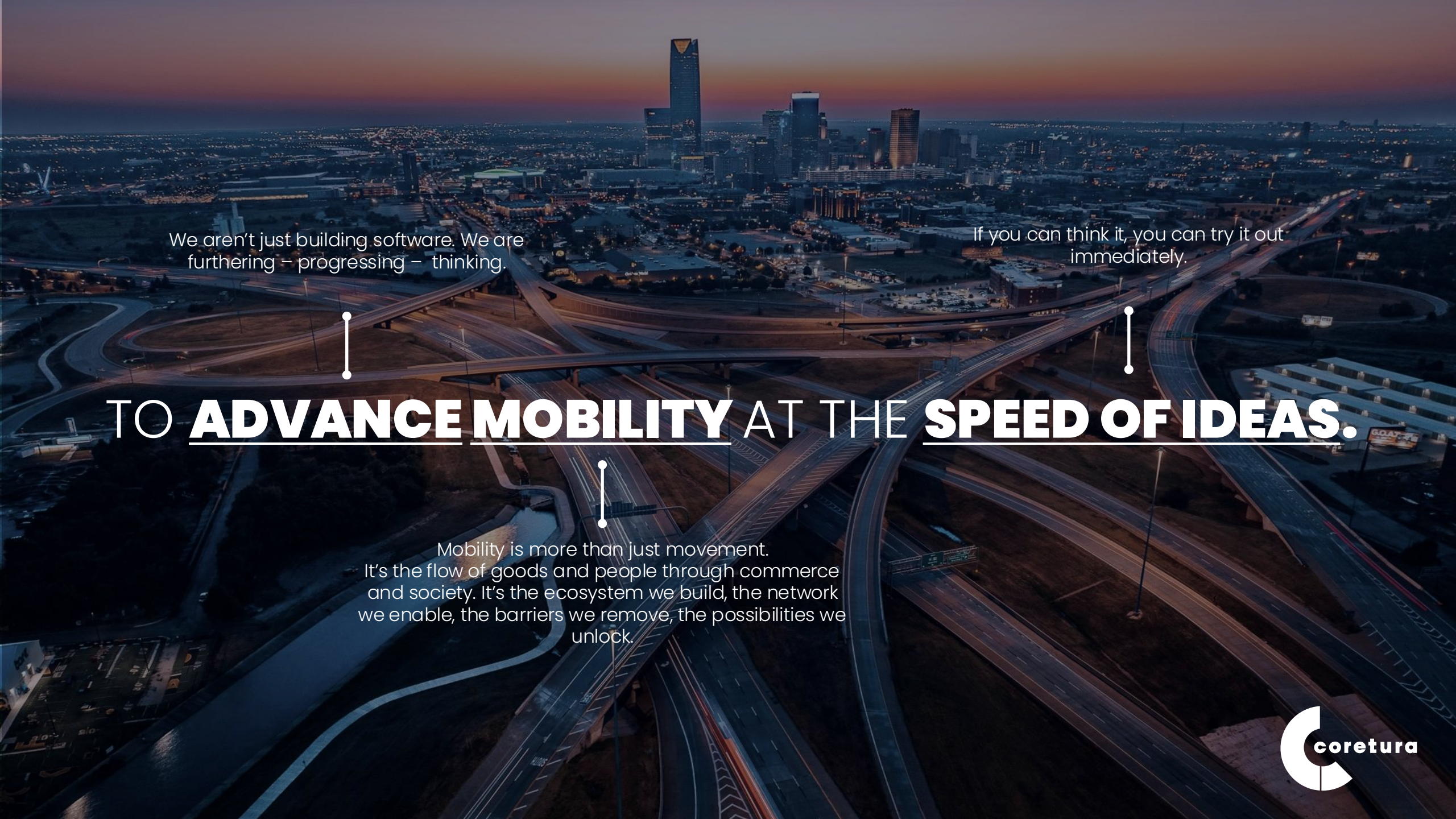
Team

**156 people
and growing**

Roots

**DAIMLER
TRUCK**

VOLVO



We aren't just building software. We are
furthering – progressing – thinking.

If you can think it, you can try it out
immediately.

TO ADVANCE MOBILITY AT THE SPEED OF IDEAS.

Mobility is more than just movement.
It's the flow of goods and people through commerce
and society. It's the ecosystem we build, the network
we enable, the barriers we remove, the possibilities we
unlock.



SOFTWARE DEFINED VEHICLES

Cars, trucks & buses that run more on software than on the physical parts.

Meaning the software controls most of how it works, performs, and what features it has.

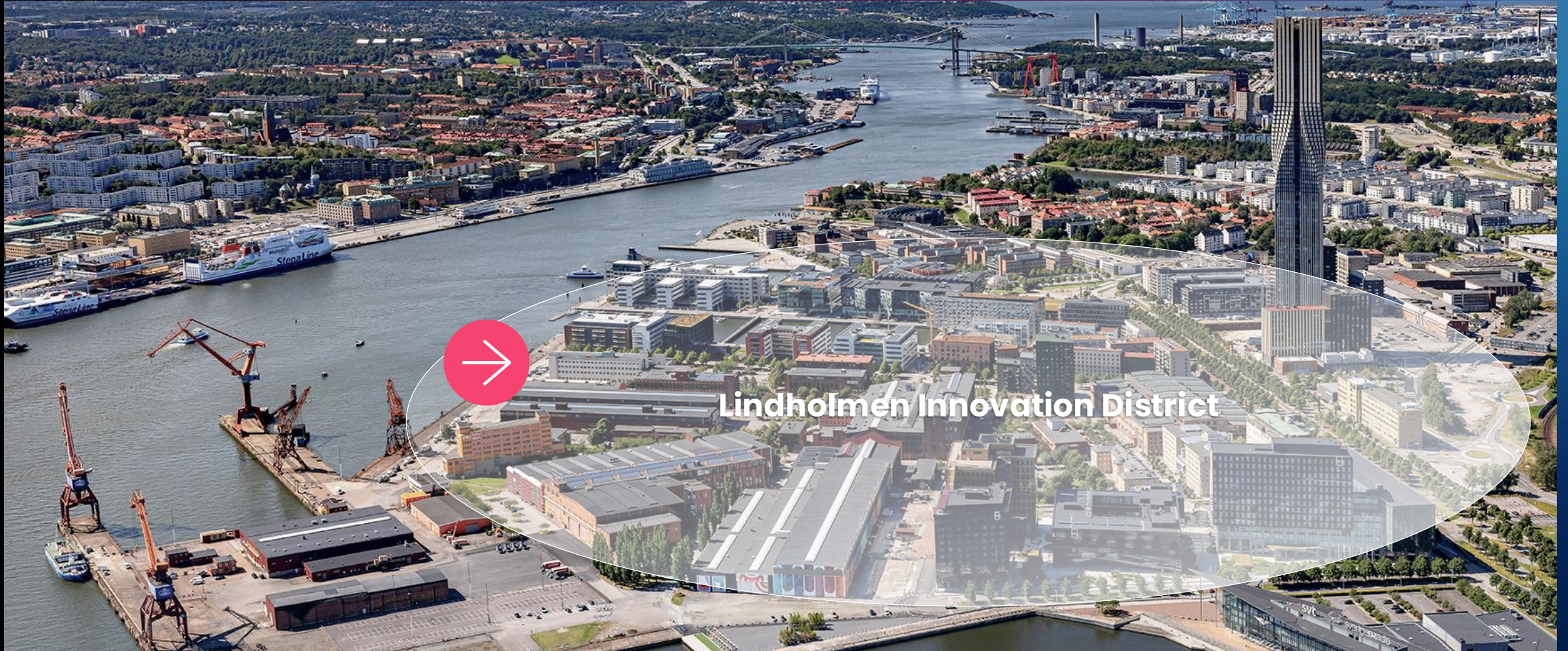
One platform for medium heavy-duty commercial vehicles



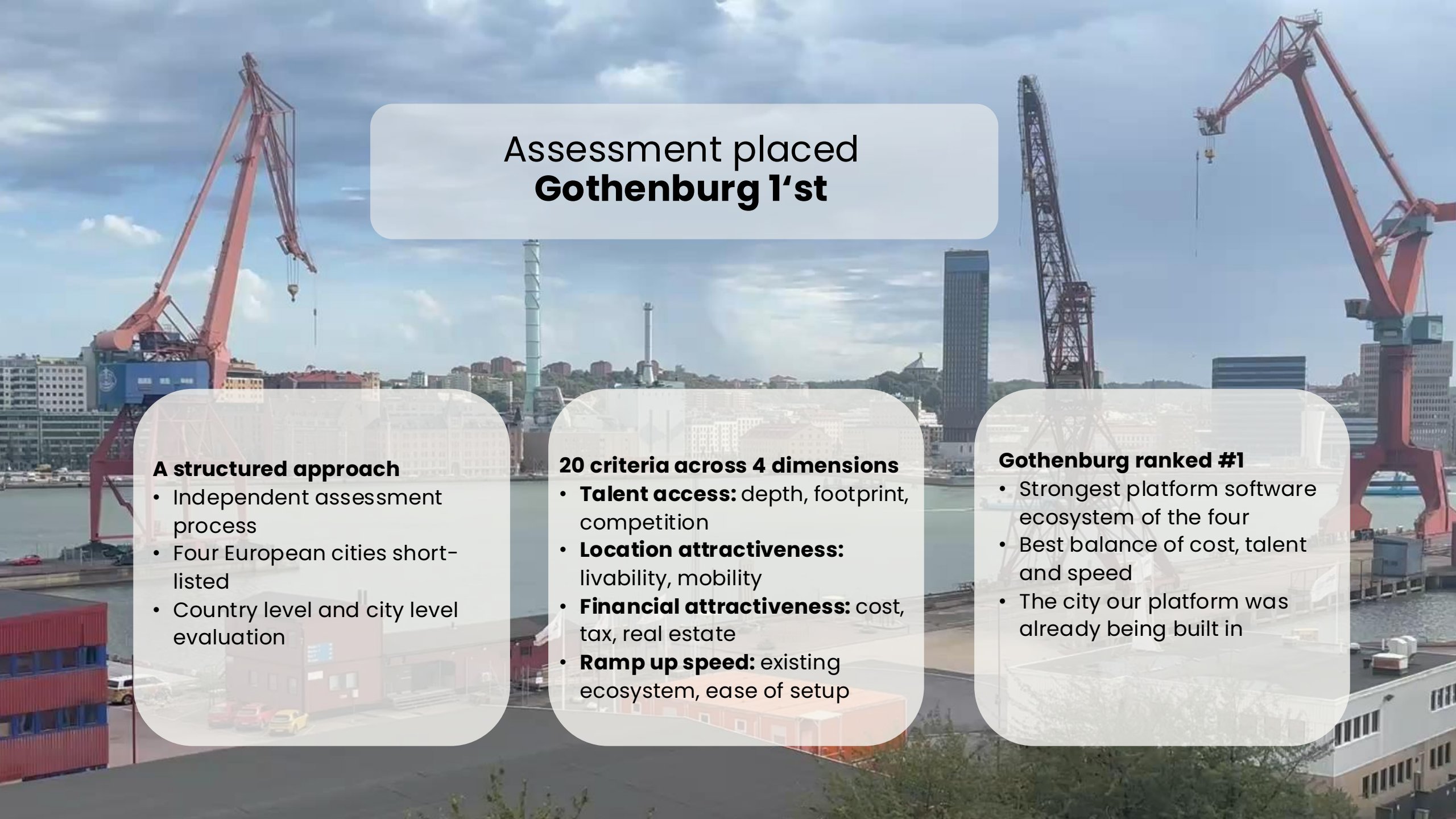
The biggest challenge

OVERCOMING 100 YEARS OF A HARDWARE-FIRST MINDSET

We are here



A global company, so Why Gothenburg?



Assessment placed **Gothenburg 1'st**

A structured approach

- Independent assessment process
- Four European cities short-listed
- Country level and city level evaluation

20 criteria across 4 dimensions

- **Talent access:** depth, footprint, competition
- **Location attractiveness:** livability, mobility
- **Financial attractiveness:** cost, tax, real estate
- **Ramp up speed:** existing ecosystem, ease of setup

Gothenburg ranked #1

- Strongest platform software ecosystem of the four
- Best balance of cost, talent and speed
- The city our platform was already being built in

Gothenburg leads on the four dimensions that matter for a software-first company

Talent access

- Top platform-SW employers in city: Ericsson, Aptiv, Zenseact, Polestar, CEVT
- Chalmers University of Technology + University of Gothenburg
- Short-term hire pool + long-term graduate pipeline

Financial attractiveness

- Medium software FTE cost
- Low electricity prices
- Low corporate income tax rate
- Sweden's leading logistics hub

Location attractiveness

- High quality of life and strong safety record
- Strong mobile work index
- Fast work permits, 1 to 3 months
- International airport with European connectivity

Ramp-up speed

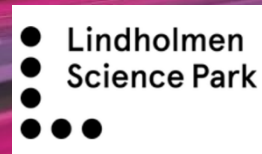
- High density of automotive OEMs and tier-1/2 suppliers
- Lindholmen: Sweden's innovation district
- High ease of doing business
- Software-first culture in a city that knows hardware



How the Gothenburg brand shows up for us – time and again

Gothenburg as communication strategy

NO PRODUCT YET. SO WE BORROW THE CITY'S STAGE.



Lindholmen Open Day | Lindholmen Software Development
Day | Stora Leverantörsdagen | Gothenburg Tech Week |
VECS | Business By the Docks | Unimeet Career Day |
Vivatech Prelude


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 8,579 followers
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Collaboration is at the heart of everything we do. Every idea gets sharper when we build it together, that's Coretura.







Comment as Coretura...

Organic Impressions: 6,420 Impressions Preview results


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We're excited for Lindholmen Open Day on Thursday! You'll find us ready to chat, connect, and enjoy the day with everyone in the Lindholmen Innovation District. ...more


Lindholmen Innovation District
 1,353 followers
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We are excited to announce Keynote 1 on September 26, during Lindholmen Open Day: Johan Lunden, CEO, Coretura. Don't miss out on the opportunity to listen to Johan's talk in ...more


Johan Lunden - Keynote Lindholmen Open Day · 2 pages





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Why do so many AI projects fail? Often, it's not the technology, but the data behind them. Because not all data is relevant, usable, or structured for impact. ...more







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Organic Impressions: 7,361 Impressions Preview results


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We are excited to be heading to Bengaluru for the Work in Sweden event. Come say hello and explore what's possible with Swedish tech!


Sweden in India
 27,818 followers
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"If you value a fast-paced work environment where innovation is at the forefront — Sweden is the place to be." ...more


Work in Sweden · 3 pages





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Organic Impressions: 6,634 Impressions Preview results


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Most conferences are about listening. GAIA is a bit different. It's about connecting. ...more


GOTHENBURG ARTIFICIAL INTELLIGENCE ALLIANCE



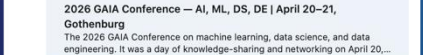


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Most relevant


Coretura **Author**
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<https://www.gaia.fish/2026>


2026 GAIA Conference — AI, ML, DS, DE | April 20–21, Gothenburg
 The 2026 GAIA Conference on machine learning, data science, and data engineering. It was a day of knowledge-sharing and networking on April 20,...





Like · 1 · Reply · 1,955 impressions

Organic Impressions: 7,986 Impressions Preview results


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Thank you **Älvstranden Utveckling AB**. Lindholmen has felt like home for us from day one.


Älvstranden Utveckling AB
 10,489 followers
 3w · 🌐

#Lindholmen fortsätter att växa som en plats för framtidens mobilitet. **Coretura** är ett tydligt exempel. På drygt ett år har bolaget vuxit från ett 50-tal till över 150 medarbetare och har nu också flyttat till större lokaler ...more

Show translation


Coretura växer snabbt på Lindholmen - Älvstranden Utveckling AB
 alvstranden.se





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Organic Impressions: 9,004 Impressions Preview results


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This week we took the stage at VivaTech Prelude Gothenburg where our CEO Johan Lunden delivered the keynote and joined an inspiring panel on powering a sustainable future. ...more


THE YARD
 COWORKING · PRIVATE OFFICES · WORKSHOP HALL · TECH COMMUNITY





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Organic Impressions: 6,634 Impressions Preview results


Coretura
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 3mo · 🌐

VECS 2026 at Svenska Mässan. Two days, 1,300 people, 90 speakers, and the Nordic automotive world essentially under one roof. We came home energized, with more conversations to continue than we can count. Big thanks to ...more







Comment as Coretura...

Most relevant


Sandra Finér · 2nd
 Head of Service Operations & Technology Volvo Group
 Great work **Coretura** and nice to see you superstar **Maria Kangevall!** 🙌





Like · 1 · Reply

Organic Impressions: 6,634 Impressions Preview results


Coretura
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 3mo · 🌐

People often ask us why Gothenburg. Our CHRO, Johanna Judkins, has the best answer: it's one of the rare places where people who know hardware and people who know software ...more


Invest in Gothenburg
 9,865 followers
 3mo · 🌐

Coretura, Volvo and Daimler's joint software company, was launched in Gothenburg last summer. The company is growing quickly and has over 120 people at its site at Lindholmen Innovation District. ...more







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Organic Impressions: 7,986 Impressions Preview results

**156 PEOPLE. 22 NATIONALITIES.
15 MONTHS. ONE CULTURE.**

We truly believe

Our **company, product and mission**
are what **attract**

Our **culture, Gothenburg** and how
well they align are **why people stay**



So working at Coretura

We believe

Our company, product and mission are what attract
Our culture and Gothenburg is why people stay



Vishruti



David

INNOVATION

HÅLLBARHET

ÖPPENHET

SAMVERKAN

COLLABORATION, OPENNESS & INNOVATION – WHY WE EXIST

Samverkan is not a value we adopted. It is why we exist. A company built that way needed a city built the same way, and that is the fit we found in Göteborg.



Gothenburg runs through our story

Our origin story

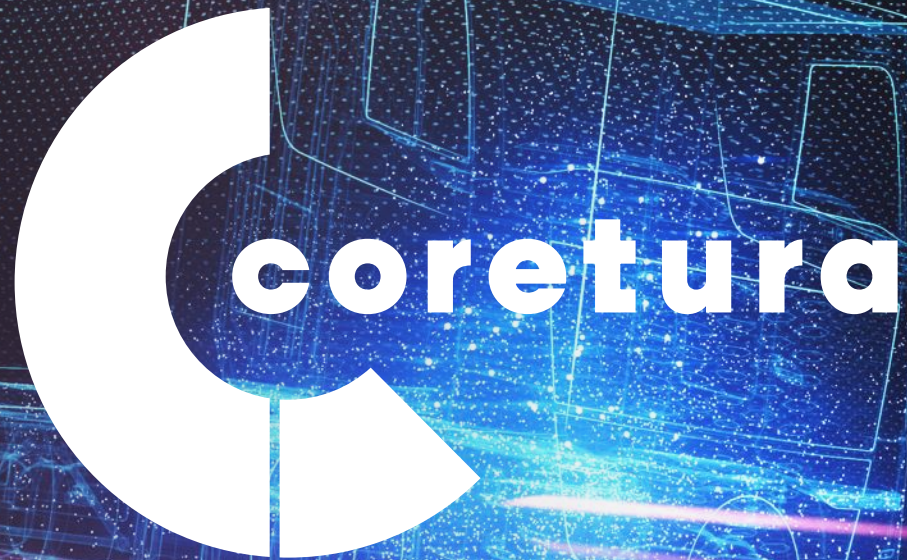
Where we started is part of who we are & covered in every public company presentation we give

Recruitment and employer brand

The place is part of the offer, not just the address

Brand and thought leadership

Leading the SDV conversation from where it is happening



ADVANCE MOBILITY AT THE SPEED OF IDEAS