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Europcar Mobility Group UK strengthens New Business Team

Leading mobility provider signals ambitious growth plans with trio of fleet and rental sector hires

Underpinning ambitious growth plans, Europcar Mobility Group UK has confirmed the appointment of Niamh Smith as New Business Director as well as the recruitment of two new Business Development Directors.

Bringing nearly three decades experience in the business mobility sector, Niamh Smith was most recently Head of National Sales at Nexus Rental where she established a strong reputation for building strategic partnerships within the fleet industry. Previously she spent 19 years at RAC Group in a variety of business to business and fleet sales roles, providing her with an innate understanding of the mobility needs of corporates and fleets.

In her new role, Niamh is leading Europcar's new business team, providing corporates and fleet & leasing companies with comprehensive solutions to their mobility requirements. The operational and business performance advantages of Europcar's 100% connected fleet will be central to the new business drive by Niamh and her team. The role of Europcar's ever-growing electric car and van services in helping businesses on their net zero transition will also be a focus for the team.

Joining alongside Niamh are two newly appointed Business Development Directors: Amanda Lawrence and Paul Brown. Both bring extensive track records in the fleet and rental sector, delivering tailored mobility solutions to organisations with varying requirements.

Commenting on her appointment, Niamh Smith said: "Having worked in the fleet and mobility sector for nearly 30 years, I have been very aware of the Europcar offering and have seen how it has evolved to capitalise on connected vehicle technology, as well as take the lead in the electric vehicle rental space. I am very much looking forward to working with new clients to identify ways in which we can help them improve operational efficiency as well as meet their net zero targets."

Paul McNeice, Commercial Director, UK and Ireland added: "Niamh, Amanda and Paul bring exactly the kind of deep-rooted fleet and corporate market experience that will help us accelerate our growth trajectory. The demand for flexible, scalable mobility solutions among corporate clients continues to rise, and we are absolutely committed to being the partner of choice for businesses across the UK and Ireland."

The appointments come as Europcar continues to invest in its offering for corporates and fleets. As well as expanding the choice of PHEV and BEV models available as businesses accelerate their net zero plans, the mobility provider is offering a growing portfolio of flexible

mobility solutions – from short-term to longer-term rental – all supported by its 100% connected vehicle strategy.



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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with 75 years of mobility services expertise and a leading position in Europe.

"We help to change the way you move" is what we stand for and brings us together. More than ever, we're committed to delivering simple, seamless, innovative solutions that make mobility easy, enjoyable and increasingly eco-friendly.

To do this, we offer to individuals and businesses a wide range of car and van rental services, be it for a few hours, a few days, a week, a month or more, on-demand or on subscription, relying on a fleet of more than 280.000 vehicles, equipped with the latest engines including an increasing share of electric vehicles.

Our brands address differentiated needs, use cases and expectations: Europcar® - a global leader of car rental and light commercial vehicle rental, Goldcar® - a frontrunner at providing low-cost car rental services in Europe, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

More info: www.europcar-mobility-group.com