



London, 16th July 2026

Europcar Mobility Group UK appoints new Commercial Director

Europcar Mobility Group UK has appointed Gavin Morgan as Commercial Director to continue to drive the company's growth ambitions. Coming from Europcar Ireland where he was Head of Corporate Sales, Gavin brings a wealth of motor industry and business mobility experience. He replaces Paul McNeice who has returned to Europcar Ireland as Head of Country.

Commenting on his appointment, Gavin said: "Having worked in the Europcar business in Ireland for over 7 years, I am tremendously excited to join the UK team. Businesses across the country are facing numerous challenges, from cost pressures to the net zero transition and Europcar is in a strong position to offer innovative and flexible solutions to help navigate these hurdles. My focus is on ensuring our customers – existing and new – understand the strategic support we can provide for their mobility needs."

In Ireland, Gavin led the Corporate Sales team which achieved record revenue and customer retention over a number of years. Prior to joining Europcar Ireland he ran his own business for 10 years and before that worked in the motor sector in sales roles for premium brands.

"Gavin's entrepreneurial experience, combined with his knowledge of the Europcar business and the mobility needs of commercial organisations makes him the ideal leader for our Commercial teams as we focus on new growth and new market opportunities," explained Christian Øien, Managing Director, Europcar Mobility Group UK and Ireland.

"Our goal is to deliver fit-for-purpose solutions in the fast-changing mobility landscape, whether that's flexible rental that avoids the need for businesses to make long-term financial commitments to leasing or purchase, or support for the transition to zero tailpipe emissions. Working with our established New Business and Account Management teams, I am confident that Gavin will be instrumental in helping our customers see the valuable role we can play as their go-to mobility partner."



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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