

Dublin, 27th October 2026

New appointments strengthen commercial leadership at Europcar Mobility Group Ireland and GoCar

Joe Quirke appointed Head of Country & Commercial Director; Niall King becomes Head of Corporate Sales for Ireland and Sean Cody takes over as Head of GoCar

Europcar Mobility Group Ireland has appointed two highly experienced leaders to new roles as Head of Country and Head of Corporate Sales, as the business focuses on strategic growth in the region. A new Head of GoCar has also been announced.

- Having joined Europcar more than a decade ago, Joe Quirke is the new Head of Country & Commercial Director
- Niall King, who joined the business in 2016, takes on the role of Head of Corporate Sales
- Sean Cody who joined as Revenue & Growth Manager in 2023 has been appointed as Head of GoCar.

After joining Europcar in 2015, Joe Quirke took the helm at Europcar Ireland car-sharing business [GoCar](#) in 2022; he took on the additional role of Head of Fleet in 2025. At GoCar, Joe expanded the car-sharing footprint to over 1,100 on-demand vehicles nationwide, while driving sustainable mobility initiatives to reduce emissions, ease traffic congestion and pioneer shared, electrified transport. In his new role, Joe holds overall responsibility for Commercial, GoCar and IT operations, alongside advising functional directors on strategic Ireland-focused matters. This promotion reflects his proven track record in operational excellence, fleet optimisation, and commercial strategy across both brands.

Joe said of his new role: "I have spent over ten years managing high-performing operations across the UK and Ireland and I am excited to take on this new challenge and drive the business forward. My passion for challenging traditional car ownership supports the Europcar mission to reduce the environmental impact of mobility, and I look forward to continuing to work closely with local government and community networks to transition Ireland towards a smarter, shared and increasingly electrified transport ecosystem."

With over 15 years' vehicle rental industry experience, Niall King brings a wealth of expertise and deep operational knowledge to his new position as Head of Corporate Sales for Europcar Ireland. During his more than 10 years with the business he has held key positions spanning both operations and sales. Since 2023, he has played a pivotal role in driving significant growth and development in the Vehicle Replacement sector. In his new role, Niall

will oversee Europcar Ireland's B2B operations, leading a dedicated team across Vehicle Replacement, Key Corporate Accounts, and International Business Travel.

Niall commented: "I am excited to take on this role and lead our Irish B2B team. We have a strong foundation and a clear focus on delivering tailored mobility solutions. I look forward to working closely with our clients to support their evolving fleet and travel requirements."

Following Joe Quirke's promotion, Sean Cody has been appointed Head of GoCar, advancing from his previous position as GoCar Revenue & Growth Manager. Since joining the team in 2023, Sean has been instrumental in shaping GoCar's market expansion. In his new role he will drive the brand's overall strategic direction, day-to-day operations, and fleet scalability, continuing to strengthen GoCar's leadership position in Ireland's evolving shared mobility market.

Commenting on his new appointment Sean said: "I am delighted to now take on the role of Head of GoCar at such an exciting time for the business. With more than 270,000 trips this year GoCar is fundamentally shifting how people move across Ireland, proving that shared transport is not just viable, but essential. I am incredibly excited to push that momentum, expand our reach, and lead GoCar into its next phase of growth."

Christian Øien, Managing Director, Europcar Mobility Group UK & Ireland added: "Joe, Niall and Sean have a wealth of experience in the vehicle rental and car sharing industry and within the Europcar business. With proven track records of success across their roles they are perfectly placed to take Europcar Ireland forward, growing the business footprint, building mobility solutions to meet the changing needs of business and consumer customers and helping them to meet their sustainability targets."

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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