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Europcar Mobility Group UK & Ireland appoints new MD as Gary Smith announces retirement

Christian Øien brings wealth of Rental and Logistics sector experience

Europcar Mobility Group has appointed Christian Øien as Managing Director of Europcar Mobility Group UK and Ireland as Gary Smith announces his retirement following 14 years with the company.

Christian joined Europcar Mobility Group in 2018 as Commercial Director in Denmark. He was appointed Head of Country in 2021, building the company's market presence and profitability, before taking up the position of Managing Director for the Nordics.

With previous experience in the Logistics sector, Christian's strong business background over the last 25 years will be instrumental in continuing to develop Europcar's role in the fleet, business travel, insurance and leisure travel markets in the UK and Ireland working alongside the established Senior Management Team. In particular, Christian will continue to champion digital innovation across the business as well as focus on the growth of zero tailpipe emissions solutions to deliver industry-leading mobility services for both businesses and private motorists.

Commenting on his appointment, Christian said: "I am tremendously excited to be given the opportunity to lead the UK and Ireland business. Gary Smith has created a strong team with a clear focus on the mobility needs of businesses and individuals and I am looking forward to building on his success to ensure Europcar continues to deliver solutions that are fit for purpose as the market evolves.

"We know that businesses and individuals want to reduce their impact on the environment and vehicle rental, whether for a few days or long-term can help them achieve that goal. I look forward to working with colleagues and clients to ensure that we remain the first choice for everyone's mobility needs."

Gary Smith joined Europcar in 2012 as UK Finance Director, before being appointed as Managing Director for the UK business in 2016. In 2020 he became Deputy Chief Operating Officer at Europcar Mobility Group before taking up the role of Managing Director of the Nordics (Denmark, Norway and Finland) as well as the UK and Ireland in 2024. He said: “It has been a great opportunity to lead the Europcar business in the UK and Ireland as well as the Nordics as the shape of mobility has evolved. I feel very confident that the initiatives we have taken to create mobility solutions that are fit for purpose - including a significant commitment to electric motoring - give Christian and the team solid foundations to continue to build the business in the coming years.”

Gary and Christian will work together over the next 2 months to ensure a full and comprehensive handover.



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Contacts

Press Relations

Wendy Harrison/Cecile Stearn/Clare Watson:
europcarmobilitygroupUK_PR@harrisonsadler.com
020 8977 9132

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