



*London, April 4<sup>th</sup>, 2019*

**EUROPCAR MOBILITY GROUP UK APPOINTS  
NEW UK SALES & MARKETING DIRECTOR**

[www.europcar.co.uk](http://www.europcar.co.uk)

Europcar Mobility Group UK, a major player in mobility markets, has appointed Clive Forsythe as its new UK Sales & Marketing Director. Clive has taken up the role following the promotion of former UK Sales & Marketing Director, Jose Blanco, to the position of Deputy General Manager for the company's low-cost business unit.

Clive Forsythe has held the position of Head of Corporate Sales for the UK perimeter of the Group for 8 years. He brings extensive experience in the vehicle rental and leasing marketplace to the new role, having worked for a number of businesses in the sector over the last two decades, including Masterlease, Arval and the financial services arm of BMW, Alphabet GB.

With a focus on the broader mobility marketplace, Clive's new role encompasses both leisure and corporate sales and marketing. In particular he has responsibility for building awareness of the wide range of multi-modal mobility solutions being developed by Europcar Mobility Group.

"The mobility needs of businesses and consumers have changed significantly over the last few years and it's tremendously exciting to be involved with Europcar Mobility Group as it evolves its propositions in response", said Clive Forsythe. "The focus and commitment Europcar Mobility Group has to being a game-changer in the mobility marketplace means we can get the message out to customers – business and leisure – that we have the most cost-effective and convenient mobility solutions for all their travel needs."

Gary Smith, Managing Director of Europcar Mobility Group UK added: "We are delighted to welcome Clive as a key member of the UK Senior Management Team. His understanding of customer needs – regardless of whether the customer is a business or leisure traveller – puts him in a strong position to help us take each of our brands in the UK to the next level."

Ends



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**About Europcar Mobility Group**

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris.

The mission of Europcar Mobility Group is to be the preferred “Mobility Service Company” by offering alternative attractive solutions to vehicle ownership, with a wide range of mobility-related services: cars rental, vans and trucks rental, chauffeur services, car sharing, scooter sharing and peer-to-peer car sharing.

Customers’ satisfaction is at the heart of the Group’s mission and all of its employees and this commitment fuels the continuous development of new services.

Europcar Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europcar® - the European leader in vehicles rental services, Goldcar® - the most important low-cost car rental company in Europe, InterRent® – a ‘mid-tier’ brand focused on leisure and Ubeeqo® – one of the European leaders in car sharing for both businesses and end-customers market.

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 135 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

**Further details on our website:**

[www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)

**About Europcar Mobility Group UK**

Europcar Mobility Group brands in the UK encompass:

**Europcar** – European leader of cars rental, vans and trucks rental

**Goldcar** – Low-cost car rental leader in Europe

**InterRent** – Mid-tier car rental specialist (leisure-focused)

**Ubeeqo** – One of European leaders in car-sharing (round trip, B2B & B2C)

**E-car Club** – UK based electric pay-per-use car club

**Brunel** – a London based chauffeur-services company

More than 2,200 people work for Europcar Mobility Group UK and it has a combined peak fleet across all brands of over 58,000 vehicles.