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## **EUROPCAR MOBILITY GROUP ENHANCES EXPERTISE FOR CORPORATES WITH NEW APPOINTMENT**

**Ross Vincent-Norgate joins as UK Business Development Director, with a focus on helping businesses balance employee mobility with cost efficiencies and reduced environmental impact**

Europcar Mobility Group UK has created a new role in its Corporate Sales team, focusing on supporting businesses that have a heavy reliance on vehicle fleets. Ross Vincent-Norgate has been appointed as UK Business Development Director to help Fleet Managers, Procurement Managers and Business Travel Managers navigate their current business mobility challenges, with the aim of helping them identify where Europcar's mobility solutions may provide a good alternative to ownership or leasing.

Ross Vincent-Norgate brings a wealth of automotive experience to the new role, most recently having worked in the electric vehicle sector and previously as Regional Business Sales Manager for Volvo Cars UK, focusing on the corporate sector. Both roles have given him valuable insights into corporate attitudes to fleet management and the challenges of future mobility.

"The role of the Fleet, Procurement and Business Travel Managers is more important than ever", explained Ross. "They are delivering crucial value to businesses that have significant budgets attributed to business mobility. The pressure is on for them to not only make savings but respond to environmental challenges – while keeping employees on the move.

"My aim is to help these organisations understand the flexibility and agility they can achieve through looking beyond conventional leasing solutions or outright ownership. As such, I will be tapping into the full remit of Europcar mobility solutions, from corporate car share facilitated by our Ubeeqo platform to long-term rental to help employers create mobility strategies that are fit for purpose today, as well as future-proofed for the long-term."

“Ross has a good understanding of the challenges businesses are currently facing in managing employee mobility in the face of vehicle supply shortages as well as the increasing pressure to reduce emissions”, added Ron Santiago, Managing Director, Europcar Mobility Group UK. “The creation of this new role – and his appointment – will play an important part in delivering a consultative approach to the market, supporting the understanding of key decision makers in achieving improved financial flexibility and be better equipped for the requirements of their own environmental agendas.”

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## **Contacts**

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### **About Europcar Mobility Group**

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris. Europcar Mobility Group’s purpose is to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner. With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet that is already "CO2 light" and equipped with the latest engines, and which will be increasingly "green" in the years to come (more than 1/3 electric and hybrid vehicles by 2023).

Customers’ satisfaction is at the heart of the Group’s ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group’s three service lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals. The Group’s 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the low-cost car-rental Leader in Europe, InterRent® – ‘mid-tier’ car rental and Ubeeqo® – one of the European leaders of round-trip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)