



6<sup>th</sup> January 2022

**EUROPCAR MOBILITY GROUP UK APPOINTS NEW VANS & TRUCKS DIRECTOR**  
**Keith Shorter brings extensive experience at a time of rapid growth for the van rental business**

Industry specialist, Keith Shorter, has been appointed to head the growing Europcar Mobility Group UK Vans & Trucks activities.

Shorter, who has extensive experience of the LCV market, brings a wealth of knowledge to his new role, which he will use to focus on leading UK Vans & Trucks team as the business embraces the latest technologies and continues on its journey to a greener and more sustainable fleet ahead of the Government's 2030 'net zero' target. With a successful track record identifying and securing new markets and products, in his new position Shorter will be responsible for the continuing growth of Europcar Mobility Group's Vans & Trucks activities in the UK, building on current customer relationships.

Commenting on his new appointment, Keith Shorter said: "I am excited to be joining the Vans & Trucks team of Europcar Mobility Group, at a time of great change for the van rental sector. I am looking forward to contributing my experience to the award-winning team as we continue to grow and build on our reputation as a leading mobility supplier.

"The breadth of Europcar's offering – from supplying large corporates through to smaller, niche companies – opens up great opportunities for us to not only secure new markets but to build on our customer relationships, finding ways to improve the customer experience as we move towards a net zero future."

Welcoming Keith to the team, Ron Santiago, Managing Director, Europcar Mobility Group UK added: "Keith has some great experience and insight to bring to his role as UK Vans & Trucks Director and I look forward to working with him. The journey to a more sustainable commercial fleet is an important one, both for our organisation and our customers. And Keith's history of working closely with vehicle manufacturers and his understanding of the innovations needed to reach our sustainable fleet goals will be invaluable."

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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)