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Europcar Mobility Group appoints new Commercial Director for UK and Ireland

Mark Newberry brings extensive automotive, insurance and mobility industry experience

Europcar Mobility Group has appointed former GreenFlag Commercial Director, Mark Newberry as Commercial Director for the UK and Ireland. Reporting directly to Ron Santiago, Managing Director, Europcar Mobility Group UK and Ireland, Mark has overall responsibility for sales and marketing of Europcar services in both consumer and business markets.

A recent convert to electric motoring, Mark is especially excited by the opportunity to help businesses and private motorists' transition into zero emissions through Europcar's 'try before you buy' EV solutions. He also recognises the important role the business is playing, working with fleets, corporates and insurers as they continue to tackle vehicle supply and cost constraints, while keeping employees and customers on the road.

"The fast-changing economic and environmental landscape has put Europcar Mobility Group front and centre as a 'go to' provider, keeping individuals and businesses moving in a sustainable and cost-effective way", commented Mark Newberry. "And it was this increasingly pivotal role that appealed to me in accepting the position of Commercial Director.

"I am looking forward to understanding how Europcar Mobility Group helps private motorists – whether for work or leisure – as well as working with the multitude of businesses that need us to help them manage their mobility needs."

Ron Santiago, Managing Director, Europcar Mobility Group UK and Ireland added: "Mark's extensive experience in the vehicle insurance and assistance marketplace has given him a very clear picture of the evolving mobility marketplace. I am very confident that, working with

our well established sales and marketing teams, he will bring this experience to bear in helping our customers as they seek solutions to stay on the road, safely, sustainably and cost-effectively.”

Mark brings extensive experience across the automotive, insurance and mobility sectors having worked in a variety of commercial roles for the Direct Line Group for 18 years across its brands in both the consumer and business sectors. Most recently he was Commercial Director for GreenFlag, a position he held for four years. He is also a Trustee of Alvechurch Communities Together, a charity that runs a community cafe and community engagement programmes for those in need. He has a degree in Law from the University of West England and a Diploma in Management from the Open University.

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About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets. Relying on its long-term purpose - to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner, its ambition is to become a leader in sustainable mobility driven by technology, data and people in the years to come.

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 equipped with the latest engines, and which will be increasingly "green" by the end of 2024 and onwards.

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 business 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 lowcost car rental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of roundtrip 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