



Press release

Paris, 22 November 2018

Europcar Mobility Group: a new leadership setup matching our group strategic framework and long-term ambitions

On November 22nd, Caroline Parot, Europcar Mobility Group CEO, declared:

“As a leading player in mobility solutions, our network - powered by digital – has become a strong platform on a daily basis, serving 6m customers wherever we operate, be it for one hour, one day, one week or longer.

Following the publication of our good Q3 as well as YTD results, we are now in full acceleration of our “Leverage & Scale Up” strategic framework and are reinforcing our leadership setup.

I am confident in our ability to fully achieve our ambition for the next years and become the preferred mobility service company for customers.”

This evolution of the Europcar Mobility Group’s leadership setup is guided by 3 convictions:

1/ Following the swift repositioning of the Group, from a mono-brand, mono-business, car centric model to a multi-brands, multi-businesses and customer centric model, the Management Board is strengthened.

This will allow Europcar Mobility Group to grow further, serving more customers and more mobility usages and needs, everywhere the Group operates, leveraging its strong network platform capabilities.

In this context, as of January 1st 2019, the Group Management Board will be composed of:

- Caroline Parot, Group CEO ;
- Fabrizio Ruggiero, Group Deputy CEO, Head of Business Units (Cars, Vans & Trucks, Low Cost, New Mobility and International Coverage) ;
- Olivier Baldassari, Group Chief Countries and Operations Officer, joining on January 1st ;
- A Group Chief Customer and Commercial Officer will be appointed in 2019.

After 8 years within the Europcar Mobility Group, **Ken McCall**, Group Deputy CEO, has decided to step down as a Management Board member, with immediate effect. The Supervisory Board thanks him for his strong contribution to the development of the Group over the last years.

Ken McCall will remain in charge of Countries and Operations until the end of the year and then hand over to **Olivier Baldassari**.

Olivier Baldassari is currently VP Operations and Logistics for the USA at Rexel, where he strongly contributed to the transformation of the activity. He has a recognized experience in Operations and in Technology as enablers of transformation, implemented across different business environment and cultures. Previously, he held different senior management positions at Rexel (in France and Southern Europe), Delphi Corporation and at Smurfit Kappa.

A position of **Group Chief Customer and Commercial Officer**, - with Sales, Marketing and Customers initiatives in this scope – is created. The creation of this position stems from the need to further improve the customer experience proposed by all the brands of the Group's portfolio, and manage all the business streams which contribute to the Group's topline under one strong leadership.

Fabrizio Ruggiero, Deputy CEO, Member of the Management Board, currently in charge of Sales, Marketing, Customers and Low Cost, will stay acting on this scope in the transition period.

2/ The Business Units organization of the Group (Cars, Vans & Trucks, Low Cost, New Mobility, International Coverage) is now fully operational, with dedicated business models and strategic developments. The integration of Goldcar and Buchbinder within the Business Units has actually been completed in less than 9 months. All the BUs experience good growth momentum and additionally, will now focus on leveraging assets and scaling up customer reach, in a strongly consistent & coordinated way.

In this regard, **Fabrizio Ruggiero**, Group Deputy CEO, Member of the Group Management Board, will ensure full speed strategy deployment of all Business Units, as **Head of Business Units**, as of December 1st.

José-Maria Gonzales, currently Managing Director of Europcar Mobility Group in Spain, is **appointed Managing Director of the Cars Business Unit** as of December 1st as well. José-Maria Gonzales will accelerate the transformation of the historical business of the Group, relying on digitalization and lean structure programs.

The leadership of the other BUs remains unchanged.

3/ Digital transformation is at the core of the Group's strategy. After the launch of the Click & Go program* to fully digitalize the customer journey, Europcar Mobility Group is now accelerating the digitalization of its operating and organizational model with new ways of working, to boost the platform capacity and thus deliver first class solutions and services to its customers.

In this context, **Alexandre Crosby**, founder of Ubeeego and Leader of the Connected Vehicles program** is appointed **Group Chief Product Officer** and joins the Group Executive Committee, as of December 1st, reporting to Caroline Parot, Group CEO.

In his new role, Alexandre Crosby, will take all digital developments under his leadership, so as to ensure swift roll out and ramp up of strategic programs, such as Click & Go*, Connected Vehicles and Network as a Service (NaaS).

As a result, the Group Executive Committee is composed of:

- The Management Board members,
- Juan-Carlos Azcona, Managing Director, Low Cost Business Unit,
- Marcus Bernhardt, Managing Director, International Coverage Business Unit
- Aurélia Cheval, Group Chief Strategy Officer,
- Xavier Corouge, Group Chief Marketing and Digital Officer,
- Alexandre Crosby, Group Chief Product Officer,
- Stéphane Deux, Group Chief Information Officer,
- José-Maria Gonzales, Managing Director, Cars Business Unit,
- Denis Langlois, Group Human Resources Director,
- Yvonne Leuschner, Managing Director, Vans & Trucks Business Unit,
- Luc Péligny, Group Chief Finance Officer,
- Franck Rohard, Group Secretary General,
- Sheila Struyck, Managing Director, New Mobility Business Unit.

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*Click & Go program: aiming at digitalizing, simplifying, thus enriching the customer journey. First release: a mobile App for all customers, to manage their bookings whatever their booking channel and offer them a seamless, deskless experience.

**Connected Vehicles program: today, Europcar Mobility Group has 35.000 connected vehicles in its fleet. Objective of the program: build a platform gathering all data, allowing real time access to fleet and vehicle data, thus offering a better journey to customers.

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: vehicle-rental, chauffeur services, car-sharing, scooter-sharing and peer-to-peer car-rental.

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 vehicle rental services, Goldcar® - the most important low-cost car-rental company in Europe, InterRent® – ‘mid-tier’ brand focused on leisure and Ubeeqo® – one of the European leaders in car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 133 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

Europcar Mobility Group brands:

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)

Buchbinder – One of the leading car rental operators in Germany

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

Bluemove – Spanish car-sharing company

GoCar – Irish car-sharing company

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

Scooty – scooter-sharing start-up

Brunel – a London based chauffeur-services company

Snappcar*: second largest international peer-to-peer car-sharing player in Europe

Wanderio*: multimodal search and comparison platform

**minority investment*

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