



## Patrick Van der Aa devient Ford Pro Director Ford Belux

**Berchem-Sainte-Agathe, le 14 juni 2022** – Patrick Van der Aa prend ses fonctions en juin 2022 en tant que Ford Pro Director Commercial Vehicle Sales & Marketing chez Ford Motor Company (Belgium) S.A. Il succède à Olivier Gelas, qui a décidé le 21 avril de relever un autre défi en dehors de l'organisation Ford. Patrick Van der Aa rapporte à Peter Bertin, Managing Director de Ford Belux.



Patrick Van der Aa compte de longs états de service chez Ford, ayant occupé presque tous les postes opérationnels au sein de l'organisation commerciale de Ford en Belgique et au Luxembourg. Entre 1999 et 2005, il a également occupé plusieurs postes internationaux au sein de Ford Europe, avant de devenir Directeur Customer Service Operations, puis Director Commercial Vehicle Sales pour la Belgique et le Luxembourg. Au cours des trois dernières années, Patrick Van der Aa était responsable du développement et de la mise en œuvre de la future représentation commerciale de Ford en Belgique et au Luxembourg.

Avec cette nouvelle nomination, Patrick Van der Aa endosse à la fois la responsabilité des ventes et du marketing des véhicules utilitaires, ainsi que de la mise en œuvre et de la coordination de l'écosystème Ford Pro.

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### **About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at [corporate.ford.com](http://corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 41,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 55,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (10 wholly owned facilities and four unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

### **Ford in Belgium & Luxembourg**

*Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxembourg, since 1922.*

*Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 370 employees.  
Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.*

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