



## Peter Bertin nouveau Managing Director Ford BeLux

**Berchem-Sainte-Agathe, le 10 mai 2017** – Le 1<sup>er</sup> juin 2017, Peter Bertin prend ses fonctions de Managing Director de Ford Motor Company (Belgium) SA. Il succède ainsi à Laurent Charpentier, qui est rapatrié vers Ford France, où il assumera la responsabilité de la coordination de toutes les initiatives relatives à la Customer Experience, dont FordPass.

Dans sa nouvelle fonction, Peter Bertin répondra à Yiannis Tavanidis, Regional Director, European Sales Operations, Marketing, Sales & Service, Ford of Europe.

Peter Bertin (44) a mené toute sa carrière chez Opel, où il a occupé différentes fonctions au sein du département Sales & Marketing, en passant par différents postes à l'étranger. Il a obtenu sa licence en Sciences Économiques Appliquées à l'Université de Gand, ainsi qu'un MBA à la Vlerick Business School. Il vit à Anvers et aime les voyages, le cinéma, le sport et la musique.

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### **About Ford Motor Company**

*Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

### **Ford of Europe**

*Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 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 & Luxemburg**

*Ford Belgium (Brussels) distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with 410 employees.*

**Contact(s):** Jo Declercq  
+32 (2) 482 21 03  
[Jdecler2@ford.com](mailto:Jdecler2@ford.com)

Arnaud Henckaerts  
+32 (2) 482 21 05  
[Ahenckae@ford.com](mailto:Ahenckae@ford.com)