



Roeland Vriens nouveau Fleet & Remarketing Manager Ford BeLux

Berchem-Sainte-Agathe, le 13 octobre 2017 - Roeland Vriens rejoint Ford Motor Company (Belgium) SA comme Fleet & Remarketing Manager dès le 2 novembre 2017. Il répondra en direct à Peter Bertin, Managing Director Ford Belux.

Roeland Vriens succède ainsi à Ronny Veireman, qui renforcera le Département Utilitaires comme Field Manager CV. Ronny sera responsable pour le développement et le suivi des activités de vente dans les Centres Utilitaires.

Au sein de l'industrie automobile, Roeland Vriens (47) peut compter sur 20 ans d'expérience dans le business fleet. Il a débuté dans le secteur fleet détail, et a continué dans le fleet wholesale en gagnant de l'expérience comme Account Manager, Business Development Manager et finalement Fleet Manager. Il a été élu « Fleet Manager of the Year » en 2016.

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit 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.

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