



Patrick Van der Aa wordt Ford Pro Director Ford Belux

Sint-Agatha-Berchem, 14 juni 2022 – Patrick Van der Aa start in juni 2022 als Ford Pro Director Commercial Vehicle Sales & Marketing bij Ford Motor Company (Belgium) N.V. Hij volgt daarbij Olivier Gelas op, die op 21 april besloot om een andere uitdaging aan te gaan buiten de Ford organisatie. Patrick Van der Aa rapporteert aan Peter Bertin, Managing Director van Ford Belux.



Patrick Van der Aa heeft een lange staat van dienst bij Ford en heeft zowat alle operationele functies binnen de Ford verkooporganisatie van België en Luxemburg bekleed. Tussen 1999 en 2005 bekleedde hij ook enkele internationale functies bij Ford Europa, was vervolgens Directeur Customer Service Operations en daarna Directeur Commercial Vehicle Sales van België en Luxemburg. De voorbije drie jaren was Patrick Van der Aa verantwoordelijk voor de ontwikkeling en de implementatie van de toekomstige marktrepresentatie van de Ford verkooporganisatie in België en Luxemburg.

Met zijn nieuwe benoeming zal Patrick Van der Aa verantwoordelijk worden voor zowel verkoop als marketing van bedrijfsvoertuigen alsook voor de implementatie en de coördinatie van het Ford Pro – ecosysteem.

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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.

***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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