



## Roeland Vriens nieuwe Fleet & Remarketing Manager Ford BeLux

**Sint-Agatha-Berchem, 13 oktober 2017** – Roeland Vriens vervoegt Ford Motor Company (Belgium) nv als Fleet & Remarketing Manager, op 2 november 2017. Hij zal rechtstreeks rapporteren aan Peter Bertin, Managing Director, Ford BeLux.

Roeland Vriens volgt Ronny Veireman op, die het Departement Bedrijfsvoertuigen versterkt als Field Manager CV. Ronny zal verantwoordelijk zijn voor het opvolgen en uitbouwen van de verkoopactiviteiten over alle kanalen van de Bedrijfsvoertuigencentra.

Roeland Vriens (47) kan steunen op 20 jaar ervaring in de automotive fleet business. Gestart in de fleet detailhandel, groeide hij door in de markt van de automotive wholesale waar hij ervaring opdeed als Account Manager, Business Development Manager en tenslotte Fleet Manager. Hij werd verkozen tot "Fleet Manager of the Year" in 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](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.*

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