GROUPE RENAULT UK & IRELAND APPOINTS JAMES BOYER AS MARKETING DIRECTOR

Friday 19 February, 2016

Groupe Renault has announced the appointment of James Boyer to the position of Marketing Director with immediate effect, overseeing the Renault and Dacia brands in the UK and Ireland.

Previously Sales and Marketing General Manager covering a territory including UK and Ireland, Boyer returns to Groupe Renault UK where he previously held the roles of Brand Manager, Area Operations Manager and Dealer Principal at a Renault Retail Group dealership. His 24-year career in the Renault-Nissan Alliance has covered marketing, sales and training at both Renault and Nissan, including a total of 7 years in the UK across various positions in Renault.

Commenting on his new role, Boyer said: “I'm delighted to have returned to Groupe Renault UK at such an exciting time for the Renault and Dacia brands. Having recently added the Kadjar crossover to the range we will be launching All-New Mégane here in the summer and an all-new version of Scenic MPV later in the year, so it's going to be a very busy year for us. I am looking forward to working with such a great team again and to strengthening Renault and Dacia's brand presences in the UK and Ireland.”

Ken Ramirez, Managing Director, Groupe Renault UK and Ireland, said: “I'm very pleased to welcome James back to Groupe Renault UK. He is well known and respected amongst our staff and dealers, so I've no doubt he will settle back in quickly. The imminent launch of All-New Mégane continues the complete renewal of our family car line-up and I'm confident that James will play a big part in seeing Groupe Renault UK achieve its GO5+ mid-term plan.”

James, 48, is married with two children and is originally from the Loire Valley region in France.

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