Mark Pickles Named as New Marketing Director For Peugeot UK

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- Mark Pickles takes over key role of Peugeot UK Marketing Director
- Previous experience of senior posts in Aftersales, New and Used car sales and marketing
- Notable successes include involvement in Just Add FuelTM initiative and quality of aftersales

With a proven ability to increase sales, dedication to detail and producing results under pressure, Mark Pickles is the perfect choice to take on the role of PEUGEOT UK's Marketing Director. Mark has worked across almost all areas of PEUGEOT's UK business, and before that spent 5 years in Dealerships. He moves from his current role as UK Aftersales Director for the PSA Group and replaces Morgan Lecoupeur, who has been promoted internally.

Mark began his career in the motor industry in 1995, having graduated from the University of Manchester with a BSc (Hons) in Management Science, where he specialised in strategic marketing. Joining PEUGEOT in January 2000, Mark has scored numerous achievements. As Director of Parts and Service for PEUGEOT, he was responsible for improving the performance of the aftersales business. Focusing on communicating the value message to customers, he delivered revenue and margin growth, both for Peugeot and its Dealer network, whilst taking levels of customer satisfaction and quality of work to industry-leading levels.

Prior to that, Mark was Head of Retail Programmes, where he helped launch the innovative 'Just Add FuelTM' package. Mark's role was to commercialise the product following its successful pilot, by ensuring that the revolutionary offer could be provided in an affordable manner to all customers. Having identified opportunities to improve the way showroom enquiries were handled, Mark developed iSell, Peugeot's iPad-based showroom system which is currently being rolled-out to the Dealer network.

As PEUGEOT's Head of Used Vehicle Remarketing, Mark transformed the company's used car business model. He significantly reduced the level of used car stock and introduced new selling methods to increase stock-turn and greatly reduce depreciation. This culminated in 2010 with the launch of the Peugeot Approved Used Vehicle programme, which has contributed to a strong improvement in PEUGEOT residual values in the following years.

PEUGEOT Brand Director Neil Moscrop said: "Mark is in the perfect position to continue developing our brand in the eyes of our customers. His experience within the group includes key roles in both new and used vehicle sales, and before that he was responsible for aftersales marketing and programmes. Mark has also worked for a number of years in Dealerships with experience in all departments. That means he knows our cars, our Dealers, and most importantly our customers. Mark is also a creative thinker who is used to delivering innovative solutions to complex issues within demanding deadlines. I have no doubt his energy and vision will continue to move PEUGEOT forwards."

ABOUT PEUGEOT

The PEUGEOT brand can trace its roots back to 1810. It was in 1889 that it began producing automobiles. Since then, over 65 million vehicles have been produced. Demonstrated through its Brand signature 'Motion & Emotion', PEUGEOT is present in 160 countries, has 10,000 franchised Dealers and is recognised for the quality and design excellence of its products.

PEUGEOT UK

The UK is the 3rd largest market for PEUGEOT with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008, 5008 and RCZ, supplemented by people-carriers and four-van range. The 208 is the best-selling Peugeot and the Partner the best-selling van in the UK.

PEUGEOT UK COMMUNICATIONS Contacts

Andrew Didlick, Director Communications, Events & Brand Partnerships
T: +44 (0)2476 884309 | M: +44 (0) 7836 362859 | E: andrew.didlick@mpsa.com

Kevin Jones, Head of Communications, Peugeot UK

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Scan Me:

T: +44 (0)2476 884215 | M: +44 (0) 7880 786596 | E: kevin.jones@peugeot.com

Louise Dowling, PR Manager, Peugeot UK
T: +44 (0)2476 884216 | M: +44 (0) 7767 490420 | E: louise.dowling@peugeot.com

Kerry Livesey, Press Officer, Peugeot UK
T: +44 (0)2476 884212 | M: +44 (0) 7940 078848 | E: kerry.livesey@peugeot.com

Craig Morrow, Press Fleet Officer
T: +44 (0)2476 884261 | M: +44 (0) 7747 764745 | E: craig.morrow@mpsa.com

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