Nissan Announces Darren Payne As New UK Sales Director

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Nissan Motor GB Limited has appointed Darren Payne into a newly formed position of UK Sales Director, responsible for network and corporate sales, effective 1st May 2016.

He brings a wealth of industry experience and knowledge to the role having spent many years in the automotive industry, most recently as Sales Director of Renault UK.

Welcoming Darren to the team, James Wright, Managing Director of Nissan Motor (GB) Ltd, said “I am delighted to have someone of Darren's calibre join us in this pivotal role.

“The ideas and experience he brings with him will be instrumental in helping drive sales performance and build on another record breaking year for the brand in the UK.”

Payne said: "I am thrilled to be joining Nissan and taking on this new challenge, particularly at such an exciting time for the brand.

“There's a great team in place and a fabulous range of market-leading products, with more on the way in the year ahead, so there's much to look forward to.”

In this newly formed role Payne replaces Tony Lewis, Sales Director, and Barry Beeston, Corporate Sales Director. Lewis will be appointed as West Way dealer group Managing Director, when the current Managing Director, Niall Maclaren, retires on July 1st2016. Beeston will move to Infiniti UK on May 1st as UK Country Director.

A full list of Nissan Motor GB Directors is available here: http://www.nissanpress.co.uk/.

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