VOLKSWAGEN STRENGTHENS FLEET TEAM TO BOOST CONTRACT HIRE BUSINESS

Wednesday 28 January, 2015

Volkswagen is making a number of changes to its fleet staff structure by strengthening its contract hire team to ensure it is fully fit for business in 2015 and can continue to fulfil its strategic ambitions in this key area.

2014 was a successful year for Volkswagen with a record number of registrations for the brand – 214,828 units representing over ten per cent growth on the previous year – and significant growth in both the corporate and SME (small and medium enterprise) fleet sales channels.

In order to be able to continue the brand's growth in key sales channels and further improve the support it offers to leasing companies and their sales teams, Volkswagen has strengthened its contract hire team with the appointment of David Redpath to the new position of Contract Hire manager for the south of England, Scotland and Northern Ireland.

Redpath joins the team with immediate effect, transferring from his existing role as a Volkswagen Area Fleet Manager. He has been with Volkswagen for three years and brings with him a wealth of industry experience gained prior to joining the company during which time he worked at Toyota, Hertz Lease and was Fleet Manager for the Trinity Mirror Group. Redpath will work alongside current Contract Hire and Leasing Manager, Peter Gallier, who is responsible for the north of England.

In addition, to ensure the correct focus on key fleet customers, Contract Hire Manager Lee Rabjohn's responsibilities have been widened to include the Public Sector and Fleet Aftersales teams.

Commenting on the team's new structure, Volkswagen UK's Head of Fleet, Michael O'Shea, said: 'I am delighted that David's new responsibilities will see him strengthening our relationships with leasing companies. These relationships are key to us achieving our strategic goals and sales ambitions over the coming years.'

(ends)

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