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## **NEW MANAGING DIRECTOR APPOINTED TO DRIVE FRAIKIN FORWARD**

Contract hire, fleet management and rental specialist Fraikin has appointed Peter Backhouse as UK Managing Director in a move which sees him return to the business, having originally led the company between 2010 and 2015.

Prior to his reappointment Backhouse had spent much of this year working in a consultancy role for Fraikin, sharing a wealth of industry experience which has included 13 years holding senior supply chain and logistics positions at both BT and Jewson, 11 years with Ryder between 1997 and 2008, with seven as Vice President and Managing Director of its European fleet and supply chain business. He was also Managing Director of Bunzl Healthcare for two years before joining Fraikin for the first time, returning to the industry as a consultant in 2019.

Backhouse says: "I'm delighted to be returning to a leading fleet company in Fraikin as Managing Director, especially at such an exciting time for the industry. So much is changing right now with new legislation, new environmentally friendly drivelines and new connected technologies. With such a fast pace of evolution it's vital for businesses to access the most expert, independent, and up-to-date advice when making decisions about future fleet strategy.

"Fraikin is in a fantastic position to be the fleet partner of choice, and that's one of the reasons I wanted to re-join the company. We pride ourselves on delivering market-leading fleet solutions, utilising our deep industry knowledge and experience to deliver a complete tailored service package to customers. As a totally independent business, our team can also recommend the best outcome for every individual customer's unique needs, regardless of vehicle brand. Plus, with strong funding fully

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secured and ready to use, we are also in the enviable position of being able to look at significant fleet investments, with both new and existing customers. Our Board and Shareholders are fully committed to develop and grow our UK business and we are excited and ready for a strong and positive future.”

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**Notes to editor:**

**About Fraikin**

[Fraikin Ltd](#) is part of the [Fraikin Group](#), the largest commercial vehicle fleet services company in Europe, providing expert fleet management, contract hire and rental solutions to both the private and public sectors. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations in 11 countries, with more than 2,800 employees, 7,000 clients, 157 branches and a fleet of more than 58,000 vehicles. Its operations span Belgium, France, Germany, Italy, Luxembourg, Netherlands, Poland, Saudi Arabia, Spain, Switzerland, and the UK.

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