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FRAIKIN FILLS TWO NEW KEY MANAGERIAL POSITIONS

Commercial fleet and mobility services provider, Fraikin, has strengthened the team at its UK headquarters in Coventry, appointing Sam Jones as Senior Relationship Manager and Simon Buckley as Commercial Pricing Manager.

Jones joins the company fresh from eight years of service in the alcohol industry, where he held the title of Wholesale Key Account Manager at Budweiser Brewing Group UK & Ireland. The newly created role at Fraikin focuses on growing its commercial client relationships within Fleet Management in the UK and continuing to develop leading edge solutions to support customers in optimising their fleets.

Speaking on his appointment, Jones says: “Joining Fraikin is a hugely exciting moment in my career, and I’m grateful to be able to move into the automotive industry with one of Europe’s leading players.

“Ultimately, in every industry, when your customers succeed, you succeed. I cannot wait to start fully engaging with our clients and prospects and collaborating with our expert teams internally to deliver an unmatched level of service.”

In contrast, Buckley has worked exclusively in the automotive industry since starting as an apprentice technician at BT Fleet in 2004. He most recently worked as a National Account Manager for Rivus Fleet Solutions. His new role sees him tasked with working closely with various internal teams to create and deliver commercially sound pricing models to Fraikin customers.

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Buckley says: “Every successful business relies on a strong financial foundation, so I am excited to play a key role in continuing to offer customers competitive pricing across our wide range of mobility solutions.

“My experience working both behind a desk and also on the workshop floor will no doubt come in handy, granting vital perspective and understanding on exactly what our clients need from us.”

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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 across Europe, with more than 3,000 employees, 11,200 clients, 171 branches and a fleet of more than 60,000 vehicles. Its operations span the Benelux countries, France, Germany, Italy, Poland, Spain, Switzerland, and the UK.

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FRA/330/24