

Fraikin Ltd  
First Floor, 2M, Middlemarch Business Park,  
Siskin Drive, Coventry, CV3 4FJ  
Tel: 02476 694494  
Email: [talk-to-us@fraikin.co.uk](mailto:talk-to-us@fraikin.co.uk)  
Web: [www.fraikin.co.uk](http://www.fraikin.co.uk)

Release date: 8 January 2026

### **FRAIKIN MARKS NEW CHAPTER WITH CEO APPOINTMENT**

Commercial fleet services provider, Fraikin, has appointed Craig Douglas as its new UK Chief Executive Officer.

Based at the company's Coventry headquarters, Douglas steps into the role from his current position as Fraikin's Chief Financial & Transformation Officer, in which he has helped to further strengthen the operational and financial trajectory of the business.

Speaking on his appointment, Douglas says: "For more than 45 years, Fraikin has built its reputation in the UK on a foundation of expertise, reliability and trust – it's my job to see that continue.

"Our sector is changing quickly, but the development of alternative drivetrains and the ever-evolving landscape of connected technologies offers a wealth of exciting opportunities. By continuing to deliver tailored contract hire and fleet management solutions, our aim is to ensure every customer has the flexibility and confidence they need to maximise the potential of their commercial vehicle fleet."

Before joining Fraikin in 2025, Douglas had previously held senior positions at PwC as Head of Assurance and KPMG UK as Head of Enterprise for Energy & Natural Resources. Most recently, he served as BMI Group's Transformation Director and, subsequently, its Group Finance Director.

"Combining my industry experience with the insight into the business I've already gained, we will continue to place innovation and service excellence at the heart of

For further press information please contact:  
**Jack Hunsley**  
Garnett Keeler Public Relations Ltd  
Tel: 020 8647 4467  
Email: [jack.hunsley@garnettkeeler.com](mailto:jack.hunsley@garnettkeeler.com)

everything we do. This is an exciting time for Fraikin, and I'm committed to leading this team, which continues to set new standards across so many aspects of the fleet services industry."

Douglas replaces Peter Backhouse as Fraikin's UK CEO, with Backhouse adopting a new role as Senior Advisor to ensure a seamless transition.

ends

**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.

**For further press information please contact:**

Jack Hunsley at Garnett Keeler PR on 020 8647 4467 or by email to [jack.hunsley@garnettkeeler.com](mailto:jack.hunsley@garnettkeeler.com)

To access Fraikin's online newsroom please visit <https://www.gk.news/fraikin>

FRA/383/26