

Media Release

NEW ROLES PUT THE NEXUS SPOTLIGHT ON CUSTOMER EXPERIENCE AND SUSTAINABILITY

Global aftermarket alliance **NEXUS Automotive International** has created two new strategic roles, signalling an increased focus on customer relationships and furthering its strong commitment to sustainability.

Bas Donders, N! Brand and Communication Director, has been elevated to Customer Experience Director, while former communication adviser Emmanuel Voguet has been appointed Corporate Communication and Sustainability Director.

In his new role, Bas is tasked with developing an enhanced customer oriented culture within the N! Community, making customer satisfaction an absolute priority for future years.

He said: "I look forward to getting even closer to the evolving needs of suppliers, members, workshops, N! Academy attendees and other valuable contributors in the N! Community. In this way we can align the Nexus value proposition even more to their expectations and maximise the benefits that can be leveraged to the advantage of all."

A co-founder of Nexus, Bas has 30 years' experience in the automotive industry, working for leading aftermarket suppliers such as Valeo and Delphi, before joining Nexus.

Emmanuel's responsibilities will see him charged with building upon the brand and communication strategy that has over the past seven years reinforced Nexus' profile and values, with further steps in term of digital and social media support.

He will also drive global communications related to all sustainability initiatives that NEXUS has committed to develop within its own organization and throughout the N! Community.

Both Bas and Emmanuel will report directly to Nexus CEO Gael Escribe.

Gael said: "The creation of these new high level roles is a milestone at the beginning of a new era for Nexus and its community, one in which customer satisfaction and the communication of messages around sustainability are a clear and absolute focus for us. I'm delighted that we have two such highly experienced and dynamic people on board to take us in this new direction.

"Bas not only has great knowledge, global experience, and strong commitment, he also brings natural leadership with a positive approach that converts problems into opportunities. While Emmanuel benefits from a comprehensive knowledge and skillset in all fields of digital and other forms of communication that includes experience in current trends such as environmental issues and the new mobility."