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# Nissan Motor Co., Ltd.

## Nissan Europe Announces Senior Management Changes in Sales and Marketing

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Trappes, France (ots/PRNewswire) - Nissan Europe has announced two senior management changes in its sales and marketing functions, effective from April 1st, 2008.

Stéphane Cottin, currently managing director Nissan Italy S.r.l, is appointed vice president, marketing, Nissan Europe, replacing Paul Willcox, who becomes managing director of Nissan Motor GB.

Cottin has a wealth of experience in sales and marketing at both a national and international level. He first began working with Renault in 1988 gaining field experience in a dealership and regional scope. In 2000, he joined Nissan Europe, at the time based in Amsterdam, where he was general manager for mid-term sales & marketing business plan and pricing. Cottin then spent two years between Trappes and Tokyo responsible for the launch of the "Value-Up" programme in Europe before becoming brand director for the national sales company in Switzerland. In 2005, he then took the role as managing director of Nissan Italy.

Bernard Loire, who is currently general manager and responsible for leading the Regional Business Unit (RBU) project across Europe, is promoted to managing director, Nissan Italy S.r.l, replacing Stéphane Cottin. Loire joined Nissan Europe in 2002 as market manager in the sales division; responsible for the hand-over of Nissan's Portuguese operations, before taking lead of the regionalization and standardization project across Europe. Prior to this, he spent 11 years in Ford of France in a number of functions (including sales, marketing, aftersales, LCV and fleet) and 2 years at the Fiat Auto headquarters in Turin, in the sales & marketing division.

Both positions will report to Nissan Europe's senior vice president for sales and marketing, Brian Carolin.

In Europe, Nissan employs approximately 12,000 people in its design, research and development, manufacturing, logistics, and sales and marketing operations. Last year, the company manufactured a total of 576,632 vehicles in its Spanish and British plants and sold 570,513 vehicles in Europe. Nissan Europe's Head Office is based in Trappes (Paris), France.

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