

MOBILIZE

BEYOND AUTOMOTIVE

PRESS RELEASE

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JEAN-PHILIPPE SALAR IS APPOINTED DESIGN DIRECTOR AT MOBILIZE



- **From 1 January 2023, Jean-Philippe Salar will take on the role of Design Director for the Mobilize brand.**
- **Jean-Philippe Salar will report to Fedra Ribeiro, Chief Operating Officer for the Mobilize brand, and Laurens van den Acker, EVP Design for Renault Group and member of the Board of Management (BOM) of Renault Group.**

Jean-Philippe Salar will become Mobilize Design Director taking over from Patrick Lecharpy, who is retiring after 30 years within the Group. As Design Director, Jean-Philippe Salar will be tasked with continuing to invent the design of Mobilize's products and services.

"I would like to wish a warm welcome to Jean-Philippe Salar as he joins our family of 'Mobilizers'. His experience will be hugely valuable to Mobilize, a brand that must think differently and take account

of the entire mobility ecosystem in everything it does. I would like to deeply thank Patrick Lecharpy for his commitment from the very beginning of Mobilize and for his creativity that makes Mobilize a unique brand. Being a designer for a brand dedicated to new mobilities isn't just an ordinary job, and Patrick summoned all his enthusiasm to rise to the challenge. I wish him all the best for his future." **Fedra Ribeiro, Chief Operating Officer of Mobilize.**

"I would like to extend my sincere thanks to Patrick Lecharpy, who dedicated his career to design in the Renault Group. I pay tribute to his unanimously recognized career. It has been a 30-year journey during which his creative energy, efforts and engagement with his teams played a considerable role in the success of our company and more recently the Mobilize brand. I am very pleased that Jean-Philippe Salar will succeed him. His extensive experience in the international market, his vision of mobility, his creativity and his enthusiasm will help us respond to the challenge posed by the future of mobility through ever-more innovative and flexible solutions." **Laurens Van Den Acker, EVP Design for Renault Group.**

Jean-Philippe Salar, 49 years old, graduated from the École supérieure de design Strate Collège in Paris in 1996. He began his career within the Renault Group the same year as Exterior Designer for utility vehicle department.

In 2000, he joined the Design center in Barcelona, in Spain, to work on advanced projects. On his return to France in 2001, he won the Exterior Design competition for Clio III and its RS version, which he followed through to production.

In 2004, he flew to Seoul, South Korea, where he managed the development of the creative team at the Korean Design studio (Renault Samsung Motors) for the SM5 and SM7 projects.

Back at the Technocentre, France, in 2005, Jean-Philippe contributed to the design of the four vehicles of the Megane family.

He was appointed Head of the Design Studio in Mumbai, India, in 2009. As responsible for Renault's design for the Indian market, he contributed to the brand's relaunch plan with five vehicles, including Kwid.

In 2013, Jean-Philippe returns to South Korea as project manager at Renault Samsung Motors. He led the design teams for the development of Koleos for the Korean market.

From 2015 to 2020, he served as Design Director of the studio in Bucharest, Romania. He oversaw the development of the new Dacia Duster, Sandero et Jogger range, as well as the design of the new center: the Dacia Design Centre.

His wealth of international experience earned Jean-Philippe Salar the position of Head of Design at LADA. He helped evolve the brand's style and bring about the renaissance of the Lada Niva.

As of January 1, 2023, Jean-Philippe Salar becomes Design Director of the Mobilize brand.

Passionate about photography, amateur cyclist and globetrotter, Jean-Philippe is also passionate about everything related to new mobilities and the challenges of our time and tomorrow.

about Mobilize

Mobilize, the brand of Renault Group dedicated to new mobility, offers a wide range of services around the vehicle thanks to an integrated technological platform: financing, insurance, payments, fleet management, energy, maintenance, and refurbishing. Built around open ecosystems, Mobilize encourages a sustainable energy transition, in line with Renault Group's goal of achieving carbon neutrality in Europe and its ambition to develop value from the circular economy.

For more information, visit mobilize.com or follow Mobilize on sur Twitter, Instagram and LinkedIn.