

Nissan appoints vastly experienced Guillaume Cartier as chairperson for Africa

Nissan has recently appointed Cartier as the chairperson for the Africa, Middle East, India, Europe and Oceania (AMIEO) region, effective 1 April. The region covers more than 140 markets across four continents with a population of around 3.8 billion people, representing more than 30% of global vehicle sales.



Guillaume Cartier | image supplied

With over 25 years of experience at Nissan and in the Alliance in global and regional leadership positions, Cartier will lead the new region as the Nissan Next transformation plan continues to gather pace and with key models in Europe including Qashqai and Ariya launching soon.

Cartier said: “I am thrilled to be leading this culturally rich and diverse region into a period of unprecedented change for the automotive industry and with a refreshed range of Nissan models and technologies coming to the market.

“A new period of sustainable growth is beginning for Nissan, as we continue to progress the Nissan Next transformation plan, accelerating our journey towards a fully electrified lineup in Europe by 2023, and bringing our enhanced product line-up to our growing loyal customer base in Africa, the Middle East, India and Oceania.”



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He will replace Gianluca De Ficchy, who served for three years as chairperson of Nissan Europe and latterly of the expanded AMIEO region. De Ficchy takes on a new senior role within the Alliance which is a subject of a separate release.

Cartier will be replaced as AMIEO region senior vice president for sales and marketing by Leon Dorssers also effective from 1 April and reporting to Cartier covering all AMIEO region sales and marketing functions including sales, dealer network, product strategy and pricing, brand and customer experience.

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