

# N! | NEXUS<sup>®</sup>

THE AUTOMOTIVE AFTERMARKET COMPANY

Palle Willumsen appointed

Senior Vice President Business Development



***Geneva, March 18, 2026 – NEXUS Automotive International is delighted to announce the appointment of Palle Willumsen as Senior Vice President of Business Development effective March 16, 2026.***

Palle will lead business development efforts to support NEXUS' market position, strengthen partnerships with major industry stakeholders. He will be responsible for executing NEXUS' strategic objectives and ensuring continued growth.

Palle has more than 25 years' experience in the automotive aftermarket, holding senior positions in several leading organizations across sales, marketing and general management. He began his career as a Sales Manager and later advanced to senior leadership roles including Vice President of Sales & Marketing and General Manager. His extensive experience reflects both his deep knowledge of the automotive sector and his strong leadership capabilities. This proven commercial and strategic track

record makes Palle a natural choice for his new role at NEXUS Automotive International.

**Gaël Escribe, commented:** *"We're thrilled to welcome Palle to lead our business development. His deep understanding of NEXUS and his extensive experience will reinforce our status as a global leader, will further align NEXUS with the expectations of our suppliers. Palle's remarkable career within the industry will play a key role in shaping the future of the NEXUS group."*

**Palle Willumsen said:** *"I am very excited to join NEXUS Automotive International and to work with such a dynamic and forward-thinking community. Having spent many years in the automotive aftermarket, I truly value the power of strong partnerships and collaboration. I look forward to working closely with the NEXUS team, members and suppliers to drive growth and create new opportunities."*

#### **About NEXUS Automotive International**

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the leading automotive aftermarket (AA) global community, is shaping the future of the AA.

Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 605 members in 146 countries, allied with more than 90 global suppliers, by providing services to accelerate their growth.

N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.

NEXUS' consolidated turnover was more than 53 billion euros in 2025.