



## *Press Release*

### **SIXT hires experienced travel and mobility executive Thomas C. Kennedy as President and Chief Financial Officer SIXT United States, thus strengthening its commitment to and investment in the U.S. market**

- **As a long-standing CFO of Hertz, the Hilton hotel group and Vanguard Car Rental, Tom Kennedy brings unique industry and market knowledge**
- **SIXT heralds the next step in its internationalization and growth strategy**
- **Alexander Sixt: “We are very pleased to have Tom Kennedy join the SIXT team in the U.S. He is a highly experienced industry and market expert and is well connected in the American market. The expertise he brings will enable SIXT to take it to the next level of growth in the U.S.”**

**Pullach, 12th November 2020** – The international mobility service provider SIXT hires the renowned and experienced travel and mobility executive Thomas C. Kennedy as President and Chief Financial Officer (CFO) for SIXT in the United States. With nearly 30 years of experience, Kennedy is a proven expert in the U.S. travel and mobility market. In his previous positions as CFO of Hertz Global Holdings, the global hotel chain Hilton, and Vanguard Car Rental (Alamo Rent-a-Car and National Car Rental), Kennedy helped lead significant growth and turnaround initiatives. With this appointment, SIXT heralds the next step in its internationalization and growth strategy.

**Alexander Sixt, Board Member for Strategy and Organization of Sixt SE:** "We are very pleased to have Tom Kennedy join the SIXT team in the U.S. He is a highly experienced industry expert and well connected in the American market. The expertise he brings will enable SIXT to take it to the next level of growth in the U.S. This step shows the relevance we attach to the American market and the growth potential we see for SIXT there. Our sincere thanks go to Sebastian Birkel who was instrumental in leading our U.S. colleagues on an expansion path to develop it into what it is today: Our second biggest market on the heels of our home market Germany and certainly the key strategic pillar for the future growth of SIXT.

We are excited that he will remain within our company and we are very much looking forward to welcoming this valued colleague back to Germany soon.”

**Tom Kennedy, new President and CFO SIXT United States:** "SIXT is a leading global mobility provider that is innovative, technology focused, well capitalized and most importantly, relentless on providing superior customer experience. I am looking forward to working with the SIXT family and entire organization to capitalize on what we believe is a unique opportunity at a unique time in the U.S. market.”

SIXT entered the U.S. market in 2011 and has recently become the third largest car rental company on the West and East Coast. As a result, SIXT is currently present for the first time with 100 locations in the world's largest car rental market with a market volume of more than 32 billion USD. Only this year, SIXT has further expanded its expansion strategy with the purchase of 10 strategically important airport stations and the launch of the car subscription model SIXT+ despite the Corona pandemic and has set the course for further growth after the crisis.

**About SIXT:**

Sixt SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products [SIXT rent](#), [SIXT share](#), [SIXT ride](#) and [SIXT+](#) the company offers a uniquely integrated mobility service across the fields of vehicle rental, car sharing, chauffeur services and car subscriptions. The products can be booked through one single app, which also integrates the services of its renowned mobility partners. SIXT has a presence in around 110 countries around the globe. The company is characterized by consistent customer orientation, a lived culture of innovation with strong technological expertise, the high share of premium vehicles in its fleet and an attractive price-performance ratio. The SIXT Group generated revenue of EUR 3.31 billion in 2019 and ranks as one of the most profitable mobility companies worldwide. Sixt SE is the parent company of the Group and has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334).

<https://about.sixt.com>

**For further information:**

Sixt SE

Kathrin Greven

Sixt Central Press Office

Tel.: +49 – (0)89 – 74444 6700

Mail: [pressrelations@sixt.com](mailto:pressrelations@sixt.com)