



Press Release

SIXT continues to invest in its largest growth market USA and appoints long-time SIXT manager Michael Meissner President and Chief Operating Officer

- **With the appointment of Michael Meissner, SIXT is positioning itself to gain significant market share in the most promising mobility market USA and driving its positioning as a premium mobility service provider**
- **Meissner, an operations expert, has impressively demonstrated his expertise in scaling international markets, as Managing Director for Italy, for example, and will lead the US market into the future together with SIXT USA CFO and former Hertz CFO, Thomas Kennedy**
- **Nico Gabriel: "As the world's largest car rental market, the USA offers us considerable growth potential due to increasing consolidation. Our goal is to develop the USA into the largest market for SIXT. With the recent appointment of Tom Kennedy and now Michael Meissner, we are also taking our growth targets into account organisationally and are convinced that they will significantly drive our premium and digitalisation strategy in the US."**

Pullach, 23 February 2021 – The international mobility provider SIXT is once again investing in its largest growth market, the USA, by making another high-profile appointment: the experienced operations expert Michael Meissner is taking on the position of President and Chief Operating Officer (COO) for SIXT in the USA effective immediately. It was only at the end of 2020 that the company filled the position of President and CFO SIXT USA with the renowned travel manager and former Hertz CFO, Thomas Kennedy. With this ideal combination of market expertise, operations know-how and premium orientation, SIXT is installing a powerful management team and going on the offensive to capture significant market share in the mobility market with the greatest potential. The provider of premium mobility services is thus underscoring its ambitions in the US market.

In his 13-year career at SIXT, Michael Meissner has contributed significantly to the company's international expansion by successfully building up the Benelux and Italian markets. For example, SIXT Italy, the youngest market in Europe for SIXT, was able to triple its sales volume within 3 years, thanks in part to the development of a nationwide network of stations at railway stations and airports. Michael Meissner is thus not only an operations expert with a high profile in the industry. Thanks to his strong leadership qualities, SIXT has been able to sustainably establish itself as a profitable premium mobility service provider in the markets he was responsible for.

Nico Gabriel, Chief Operating Officer on the Management Board of Sixt SE:

“SIXT has had a very successful start in the USA and the US market has become a key growth driver for our company. But it is also true that, as the world's largest car rental market, the USA offers us considerable growth potential due to increasing consolidation. Our goal is to develop the USA into the largest market for SIXT. To achieve this, we will be focusing on the analogue and digital expansion of our station network. Especially in inner city locations, we will offer our customers flexible and convenient services by expanding our digital mobility services. We are very pleased that we are once again able to fill one of our core positions with a colleague from our own ranks in Michael Meissner. By recently appointing Tom Kennedy and now Michael Meissner, we are also taking our growth targets into account organisationally and are convinced that they will significantly drive our premium and digitalisation strategy in the USA.”

Michael Meissner, new President and COO of SIXT USA: “SIXT has written a remarkable success story in Italy and I will bring this knowledge to bear in the further development of the US market. In doing so, we will focus in particular on one of our core competencies, namely inspiring our customers. We see ourselves as a host for our customers and our premium claim is a common thread that runs through all our products, services and processes. The digitalisation of our offers will be an essential part of this in order to respond to our customers' needs. I'm ready to take on this exciting new role and I'm looking forward to tackling it boldly together with Tom Kennedy.”

SIXT entered the US market in 2011 and recently expanded its position as the fourth-largest car rental company in the USA. As a result, SIXT is currently present with 100 locations for the first time in the world's largest car rental market with a market volume of more than USD 32 billion. Only last year, SIXT further expanded its expansion strategy by acquiring 10 strategically important airport stations and launching the car subscription SIXT+ despite the corona pandemic and thus set the course for further growth.

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 and commercial 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>

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