



Press Information
February 19, 2021

Mercedes-Benz Vans USA Names Nicolette Lambrechts Vice President and Managing Director Sales and Marketing

ATLANTA, GA – Today, Mercedes-Benz Vans USA announced the appointment of Nicolette Lambrechts to the position of Vice President and Managing Director Sales and Marketing for Mercedes-Benz Vans USA, effective May 1, 2021. In this role, she will lead all Van business operations including the sales, marketing along with service and parts for Mercedes-Benz Vans in the United States. Lambrechts succeeds Robert Veit who will take over the position as Managing Director of Mercedes-Benz Vans UK.

“We are very pleased that Nicolette Lambrechts will take over the position as Head of Sales and Marketing of Mercedes-Benz Vans USA. The United States is the largest market for our Sprinter vans after Germany. With her many years of international experience in the field of Sales & Marketing, we’re confident she will further develop our van business,” said Marcus Breitschwerdt, Executive Vice President Mercedes-Benz AG and Head of Mercedes-Benz Vans. “I would like to thank Robert Veit for an outstanding job overseeing the U.S. market. I am convinced that his wealth of experience and leadership skills will help to continue to drive our business ambition forward as Managing Director of Mercedes-Benz Vans UK.”

Lambrechts joined the MBUSA Vans team in October 2019 as the General Manager for Mercedes-Benz Vans Sales. She built a talented, successful and diverse sales team and implemented new business processes and strategies across the entire value chain, which enabled the team to achieve profitable sales growth within the US market. Lambrechts will start her new position with a great extent of understanding of the North American market, which will ensure a smooth transition. Her experience and team mentality will help her succeed in establishing a strong relationship with dealers and continuing the growth path of Mercedes-Benz Vans in the United States.

Nicolette Lambrechts joined Mercedes-Benz South Africa in 2001 as a Graduate Trainee. In 2002, she took over the position as sales planner for ChryslerJeep and was promoted in 2004 to distribution and logistics manager for commercial vehicles. Between 2008 and 2014, Lambrechts has held management roles as the National Sales Manager and Brand Manager for Mercedes-Benz Vans in South Africa. Starting in 2014, she was promoted to Managing Director of the Vans Division for Mercedes-Benz South Africa, where she led her team to consistently surpass targets and worked to build a strong relationship with the local dealer network. In 2017, Lambrechts took over the role as Managing Director of Mercedes-Benz Vans Canada.

###

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 15 model lines ranging from the sporty A-Class sedan to the

flagship S-Class and the Mercedes-AMG GT Black Series. MBUSA is also responsible for Mercedes-Benz Vans products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. Accredited journalists can visit our media site at www.media.mbusa.com.

Media Contact

Anne McGregor
Ashley Gillam

anne.mcgregor@mbusa.com
ashley.gillam@mbusa.com
