

Press release
21 August 2018

Industry expert joins the board of directors of OMNICAR

The founder of Nordic Forum and former FTZ CEO Jens Sørensen has accepted the offer of joining the board of directors of OmniCar Holding AB. Jens Sørensen brings 40+ years of experience from the automotive industry in Denmark and abroad to OmniCar, which has specialised in service agreements to the automotive industry.

At its most recent board meeting, OmniCar Holding AB decided to recommend 59-year old Jens Sørensen as a new member. OmniCar was in search for a board member with significant industry knowledge to help drive the company forward nationally as well as internationally.

Chairman of the board of directors of OmniCar Holding AB, Jens Aaløse, is proud and very pleased that a huge strategic capacity like Jens Sørensen has decided to accept OmniCar's offer. *"Jens Sørensen is widely recognised for his work and impressive results throughout the last four decades, not least his international experience gained from his time with the Hella group in Germany where he was a co-architect in the modernisation of the after-sales market followed by many successful years as a CEO of FTZ in Denmark, a company he lifted from a turnover of around DKK 400 million to a little over DKK 2 billion in just a few number of years. We are immensely proud to be able to attract such capacity to our company and we very much look forward to being able to draw from Jens' comprehensive competencies and experience"*, Jens Aaløse says.

Today, through his own agency The Wide View, Jens Sørensen provides strategic advisory services to several industries and he is a very active member on several boards and advisory boards.

"OmniCar has in a short period of time delivered impressive results and has developed a unique digital solution that is in high demand from dealers and workshops. Now the strategy is taken to the next level and I very much look forward to taking part in the journey and contributing to OmniCar's continued growth. This is really a company that shows extremely promising future prospects", Jens Sørensen says.

Jens Sørensen will formally be joining the board at the next extraordinary general meeting being convened.

Contact Information

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About Omnicar Holding AB

The IT company OmniCar has developed a unique software solution called SAM (Service Agreement Management) for vehicle repair shops and car dealers. SAM is a digital tool that is designed to automatically manage future sales and service agreements. SAM helps vehicle repair shops and car dealers to manage and sell far more service contracts than before using customized additional services and subscription-based services that follow each car throughout its lifecycle.