



PRESS RELEASE  
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### **TOTAL ACCIDENT MANAGEMENT APPOINTS PENNY STOOLMAN AS FIRST MD**

Total Accident Management, the fleet repair and claims management subsidiary of Helphire Group plc, has appointed Penny Stoolman as its first ever managing director.

Stoolman's appointment comes after spending the past two years as Total's sales and marketing director. In that time turnover has more than doubled and its accident management fleet has increased to over 110,000 vehicles.

Since 2007, Stoolman has been instrumental in Total's adoption of its Accident Management by Design strategy, which provides a tailored service for direct fleets, contract hire companies and insurance brokers.

Commenting on her appointment Penny said, "In just six years Total has built up an exceptional reputation across all areas of the fleet accident management marketplace, which has helped us double turnover. We have developed dedicated products for our three target audiences and have reduced repair costs and vehicle off the road times, sometimes by as much as half for some fleets.

"As we continue to grow I intend to keep true to our strategy of bringing new levels of excellence and specialism back to a commodotised market and continue to invest ahead of our growth curve as we increase our customer base and activity." she added.

One of her first tasks is to strengthen the leadership team to help grow and develop the business over the next few years.

Stoolman's career began with the RAC plc where she spent 14 years in senior sales and sales management roles before moving on to Kwik Fit as Sales and Marketing Director. In 2000 she joined Arval PHH Ltd in 2000 as Group Strategy and Marketing Director, followed by two years on the Board of Avis UK, as Sales and Marketing Director. Penny joined Helphire Group plc, first as an external consultant, moving to sales and marketing director for Total Accident Management.

Total's Business Director, Stefan Smyth, who set up the business in 2002, leaves the company in March 2009. He is emigrating to South Africa with his family.

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**Editor's notes:**

**Accident Management by Design**

Total Accident Management Limited is the Repair and Claims management subsidiary of Helphire Group plc. Total specialises in Motor Claims services and provides claims and repair handling to the fleet and insurance accident management sectors.

Founded in 2002, Total is one of the Helphire Group's five specialist operating companies, providing fleet accident management solutions to over 100,000 fleet vehicles (mixed portfolio of cars through to vans and HGVs), handling in excess of 20,000 claims and 16,000 repairs annually.

[www.totalaccman.co.uk](http://www.totalaccman.co.uk)

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