

PRESS RELEASE

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FOR IMMEDIATE RELEASE

TOTAL ACCIDENT MANAGEMENT APPOINTS SALES AND MARKETING DIRECTOR

Total Accident Management, the repair and claims management subsidiary of Helphire Group plc, has appointed Penny Stoolman as Sales and Marketing Director.

Penny joins Total Accident Management following a period of consultancy with the Helphire Group.

Penny's career began with the RAC plc where she spent 14 years in senior sales and sales management roles. Penny then moved on to Kwik Fit as Sales and Marketing Director before joining Arval PHH Ltd in 2000, where she spent three years in a board-level position as Group Strategy and Marketing Director.

Most recently Penny spent two years sitting on the Board of Avis UK, as Sales and Marketing Director.

Commenting on her new appointment, Penny says, "Having spent most of my career in the fleet market, I believe Total Accident Management has a very strong and unique value proposition for both fleet operators and drivers alike. I'm excited by the opportunity to develop this relatively new brand."

Stefan Smyth, Business Director and co-founder of Total Accident Management, says, "As well as bringing a wealth of sales and marketing experience with her, Penny shares our passion for customer focus, innovation and excellence in service delivery."

Ends



For a jpeg of Penny Stoolman, email
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Editors 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 50,000 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
www.helphire.co.uk

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