
Guido Haak joins Renault Group as EVP Advanced Products & Planning Group

Boulogne-Billancourt, January 24th, 2022 – As of February 1st, 2022, Guido Haak will join the Renault Group as Executive Vice President Advanced Products & Planning Group. He will be member of the Renault Group Board of Management (BOM) and will report to Luca de Meo, Renault Group CEO.

In his new position, Guido Haak will be in charge of the Advanced Product Planning Group (APPG) to build the product offer and planning, in collaboration with the Design and Engineering teams, for the benefit of Renault Group brands. To do so, the APPG develops customer knowledge and monitors the competition's offerings. Based on the desired customer experience, the APPG draws up and synchronizes roadmaps for cross-car-line areas such as engines, electronic platforms, and the integration of technologies and innovations into the range. Finally, with the support of the business units concerned, it steers the Renault Group's compliance with regulations on polluting emissions.

He replaces Ali Kassai who left the company in 2021 to pursue personal projects.

“By defining our future vehicles and ranges, Guido Haak will be directly at the source and of the development of the Renault Group performance. With his successful experience in major groups, I am sure that he will be a strong asset for the reconquest of the C segment and more widely FOR the success of the vehicles of our Renaulution plan” said Luca de Meo, Renault Group CEO.

Guido Haak, 55 years, graduated from the Technical University of Berlin and holds a PhD in theoretical physics from the Free University of Berlin.

After four years of research and teaching in mathematics in the US and Germany, he joined McKinsey & Company in 1998, as consultant in the high-tech and automotive industry across Europe, the US and Japan.

He joined the Volkswagen Group in 2005 as head of Audi's first modular framework. After holding positions in product management, strategy and marketing at the Audi and Volkswagen brands, he was appointed in 2015 as Head of Product Management at Skoda Auto A.S. in Mladá Boleslav (Czech Republic). There he steered the brand's successful growth strategy and the electrification of the range.

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About Renault Group

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 5 complementary brands - Renault, Dacia, LADA, Alpine and Mobilize - offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold 2.9 million vehicles in 2020. It employs more than 170,000 people who embody its Purpose every day, so that mobility brings people closer. Ready to pursue challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centered on the development of new technologies and services, and a new range of even more competitive, balanced and electrified vehicles. In line with environmental challenges, the Group's ambition is to achieve carbon neutrality in Europe by 2040. <https://www.renaultgroup.com/en/>