

AUTOMOTIVE

Longtime CEO of Mercedes-Benz UK to retire

December 6, 2023



Gary Savage will have served the company for nearly 14 years by the time of his impending departure. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is preparing to say goodbye to a seasoned executive in the United Kingdom.

Following a decade as CEO and managing director of the manufacturer's operations in the U.K., Gary Savage has announced his retirement from the company effective June 30, 2024. On March 1, 2024, Olivier Reppert will join Mr. Savage's team as his successor as the brand aims to maintain its momentum.

"Under Gary's leadership, Mercedes-Benz in the U.K. has gone from strength to strength over the past 14 years," said Karl Schregle, head of region Europe at [Mercedes-Benz AG](#), in a statement.

"Gary's insightful, collaborative approach, partnering with our network, along with his positive leadership of the U.K. team, enabled us to successfully launch Agency (Model D) in the U.K. in January 2023," Mr. Schregle said. "On a personal note, I have always valued the different perspectives that Gary brings to the business.

"I would like to thank him for his tireless efforts, outstanding contribution and excellent results and wish him a very happy and healthy retirement."

New direction

Originally joining the company in July 2010, Mr. Savage will have served the company for nearly 14 years by the time of his impending departure.

Appointed as CEO and managing director in January 2014, he will have been CEO of the automaker's U.K. division for 10 years once he retires. Mr. Reppert, a veteran of the automotive industry, will take over in his stead.



Mercedes-Benz is injecting fresh ideas with its newly announced appointment. Image credit: Mercedes-Benz

Beginning his career at the now defunct DaimlerChrysler as an after-sales product manager in 1998, Mr. Reppert has since worked his way up the ranks at Mercedes-Benz AG in multiple departments. During this time he has also taken time away to work at brands such as German automaker Smart, rental service Car2Go and German technology company Share Now, where he served as CEO until August 2023.

In 2016, Mr. Reppert was appointed to Mercedes-Benz's executive board, a position in which he served until 2019 while retaining positions at other companies during that time.

Mercedes-Benz joins Maserati North America in appointing new regional CEOs, as the latter adapts to the change which was enacted on Dec. 1 ([see story](#)).

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