



Kongsberg Automotive establishes a central Sales Organization and appoints a new Chief Sales Officer

Zurich, September 2, 2022: Kongsberg Automotive (KA) has set up a new central Sales Organization and has appointed David Redfearn as the Chief Sales Officer (CSO). David previously led the Fluid Transfer Systems business unit.

The centralization of KA's sales and business development activities, as announced on Capital Markets Day in December 2021, is a part of the company's transformation and modernization program. KA's Sales Organization will host a central team that allows KA to have a stronger focus on its key customers, as well as tap additional markets in highly profitable segments. The sales team will help create a clear strategic map for each business as KA continues to modernize its product portfolio and target profits towards a double-digit margin by 2024/25.

David and his team will focus on growth, innovation, cost optimization, and cross sales while unlocking the potential of KA's products in existing and new markets, and strengthening KA's relationship with its customers.

“By establishing a centralized Sales Organization led by David, we are a great step closer to our ambition to be second to none in all we do,” says Joerg Buchheim, President & CEO of KA, adding, “With the consolidated sales team, we can ensure that we serve our valued customers better, focus on profitable segments and remain responsive to evolving market trends.”

“I'm delighted to lead the Sales Organization. We have the right products and the right set of people to succeed in profitable segments as we shift our gears towards strategic growth in the coming years,” says David Redfearn, KA's CSO.

About Kongsberg Automotive ASA

Kongsberg Automotive provides cutting-edge technology to the global vehicle industry. We drive the global transition to sustainable mobility by putting engineering, sustainability, and innovation into practice. Our product portfolio includes driver and motion control systems, fluid assemblies, and industrial driver interface products. Find more information at:

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