

FOR IMMEDIATE RELEASE
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ECCO Safety Group Announces New European Managing Director

Boise, Idaho – ECCO Safety Group (ESG), a global leading manufacturer of commercial vehicle warning and safety equipment, is pleased to announce the appointment of Enrico Vassallo as Managing Director of its European Headquarters.

Vassallo will oversee offices in the Middle East, Europe and Africa, and comes to ESG with a profound insight into the United Kingdom's (UK) bus industry. Most recently, he served as the CEO of e-Bus Division of Hybrid Kinetics Group and CEO and Executive Director of the Board of Optare Plc., one of the global leaders in the electrical bus industry in the UK. His additional previous experience includes President of Latin America Country at FPT Industrial, General manager of Irisbus Italia and Director of the Board of Temsa AS, a bus-designing and manufacturing company.

“Enrico’s vision, strategy and execution track record is exactly what ESG needs as we enter our next chapter,” said ESG CEO Doug Phillips. “We are confident that Enrico is a strong leader, and with his extensive knowledge and experience in the commercial vehicle industry, his business acumen will take ESG into the next level of growth as we capitalize on the opportunities that lie ahead.”

Vassallo graduated with a bachelor of science degree in mechanical engineering from University of Genoa and speaks fluent Italian, English, French and Portuguese.

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About ECCO Safety Group

Headquartered in Boise, Idaho, ECCO Safety Group (ESG) is the parent company to ECCO and Code 3, manufacturers of warning and safety equipment for the commercial vehicle and public safety industries. With offices worldwide, ESG is the leading producer of back-up alarms and amber warning lights for over-the-road vehicles, earth-moving vehicles, material handling equipment as well as lighting and sound-based warning products.

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