

Bruno Lambert**Global President – Borgward Automotive Group**

Bringing together their expertise in mobility services, digital technology and quality car manufacturing, UCAR and Borgward have created a unique strategic alliance.

UCAR is a market leader in the rental, ride hailing and online auto-sales sectors. Borgward, a German premium brand, with a 100-year history in automotive, manufactures a range of outstanding SUVs.

Through their partnership, they are providing an innovative O2O (Online to Offline) “New Retail” platform which delivers an optimized customer experience in car purchase and mobility services.

After developing a strong foundation for the EV brand, ICONIQ Motors, as CEO, Mr. Lambert saw a unique opportunity with Borgward and UCAR to play a major role in the Digital Mobility value chain and bring innovative solutions to consumers.

His long senior management experience with Magna Steyr and his previous strategic collaborations with global and Chinese OEM’s and new EV start-ups, brings a wealth of knowledge and expertise in automotive best practices, from product planning to manufacturing strategy.

Through his industry connections, Borgward will be able to secure several strategic partnerships in key technology areas to deliver the next generation of smart vehicles and digital experience.