



## PRESS RELEASE - 10/10/2024

### NTN Europe welcomes its new ITG Manager, Emile BOUCTON

Following the recent appointment of Pascal LANGER as head of the EMEA and Brazil sales division, NTN Europe is pleased to welcome Emile BOUCTON as his successor as Head of ITG. His objective is to pursue the development of strategic partnerships with international groups whose role is increasingly decisive in the aftermarket.

Automechanika 2024 was an opportunity for NTN Europe to unveil a number of new products, as well as the identity of its new ITG Manager: Emile BOUCTON.

A graduate of the INBA specialising in Finance and Marketing, Emile Boucton began his **international career** as Business Development Manager in an economic development office for the state of Iowa, based in Germany. Emile BOUCTON then took his first steps in the aftermarket at GROUPAUTO International in 2014, where he held a similar position. This highly formative experience, which focused on negotiating contracts directly with suppliers, gave him a **good knowledge of the market**, its structure and its main players.



6 years later, Emile BOUCTON left GROUPAUTO International to help launch AMERIGO International as Managing Director. Faced with the many challenges of positioning the group worldwide by recruiting suppliers and distributors, he relied on his network, which he continued to expand. He is also expanding his **product knowledge**, already honed by his passion for renovating vintage motorbikes.

Building on his previous experience, Emile BOUCTON joins NTN Europe as ITG Manager on 26 August 2024. Aged 37, he succeeds Pascal LANGER (promoted to Sales Director for EMEA and Brazil at the beginning of the summer) in the team led by Christophe IDELON, Vice President Automotive Aftermarket at NTN Europe. His main tasks will be to support the sales teams on a day-to-day basis and to maintain relationships of trust with international groups in order to expand existing contracts and attract new partners.

*"I'm delighted to be joining NTN Europe, a renowned supplier to the aftermarket and a challenger to ITGs*

*thanks to the quality of its products and the reliability of its services. After 10 years of working closely with international groups, I hope to use my experience as a distributor as an asset in understanding supplier issues and playing an active part in the Group's growth in order to achieve its ambitious objectives,"* says Emile Boucton, ITG Manager at NTN Europe. *"The Automechanika show was an excellent springboard for my arrival at NTN Europe. Supported by Pascal LANGER to ensure continuity with our partners, I was able to meet NTN Europe's sales team, our contacts in the United States, and our partners in Europe.*

*the NTN Europe sales team, our contacts within the but also to renew my network of acquaintances. network.*

#### Press contacts :

- MIDNIGHT PURPLE

Emilie DESLANDES  
[edeslandes@midnightpurple.fr](mailto:edeslandes@midnightpurple.fr)  
+33 (0) 6 71 24 17 01

Camille HUZE  
[chuze@midnightpurple.fr](mailto:chuze@midnightpurple.fr)  
+33 (0)1 53 20 49 03

- NTN Europe

Carol DONAT  
[carol.donat@ntn-snr.fr](mailto:carol.donat@ntn-snr.fr)  
+33 (0)6 77 02 87 04