ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ANNOUNCES

NEW DIRECTOR OF SALES & BRAND

Friday 23 February 2024, Goodwood, West Sussex (EMBARGO TO 13.00 GMT)

* Rolls-Royce announces departure of Director of Sales & Brand, Henrik Wilhelmsmeyer, with effect from 29 February 2024
* Henrik leaves Goodwood after six years to take up a new senior position within the BMW Group, playing a leading role shaping the brand’s future high-end luxury cars
* Succeeded as Director of Sales & Brand on 1 March by Julian Jenkins, former Regional Director and General Manager, Sales Operations
* Julian returns to Rolls-Royce after serving as Sales Director of BMW UK, and most recently Chief Commercial Officer at Italian supercar manufacturer Bizzarrini

*“Since 2018, Henrik Wilhelmsmeyer has completely transformed our mindset and attitude - how we work together, how we understand and interact with our clients and the experiences we offer them. He leaves Rolls-Royce a better place, with his enduring legacy of innovation, progress and achievement in client engagement, product development and consistency in the way our marque presents itself around the world. To build on Henrik’s work, we’re delighted to welcome Julian Jenkins back to Goodwood. Like Charles Rolls, Julian originally studied engineering but found his true vocation as a consummate sales, marketing and product professional. His luxury experience, strong leadership, strategic thinking, and communication skills make him exceptionally well placed to build on Henrik’s achievements. These are exciting times for all of us, and we wish both Henrik and Julian well in their new roles.”***Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

An uncompromising, unceasing desire to ensure the highest levels of truly personal client engagement and absolute consistency in how Rolls-Royce presents itself around the world are central pillars of Rolls-Royce Motor Cars’ strength and ongoing success as a company. Today, Rolls-Royce announces that the architect of many initiatives which drive these aspects, Henrik Wilhelmsmeyer, is relinquishing his role as Director of Sales & Brand after six years with the company. From 1 March, Henrik will take up a new senior position within the BMW Group, where he’ll play a leading role shaping the brand’s future high-end luxury cars.

Henrik came to Rolls-Royce’s global headquarters at Goodwood in 2018, having previously been the marque’s Regional Director for the Greater China region. During his tenure, he led the product development, sales and marketing campaigns for business-critical model launches including Cullinan, Ghost, Phantom Series II and, most recently, Spectre. He also played a central role in making Coachbuild a permanent fixture within the Rolls-Royce portfolio.

Committed to consistency in all things, Henrik transformed the marque’s mindset and attitude. In particular, he fundamentally reshaped how Rolls-Royce understands and interacts with its clients and the experiences it offers them. He brought a more focused, individualised, disciplined and data-driven approach to client engagement, for example with the invitation-only Whispers app for Rolls-Royce owners. Under Henrik’s leadership, Rolls-Royce developed a new Visual Identity, currently being rolled out at dealer partners worldwide. The marque also extended its hugely successful Goodwood Private Office concept to Dubai and Shanghai, with two more following this year. Thanks in part to these Private Offices, 2023 was a record year in terms of both number and value for the marque’s unrivalled Bespoke programme.

Henrik’s successor from 1 March will be Julian Jenkins. Julian is a well-known figure within Rolls-Royce, having previously spent six years at Goodwood, first as General Manager, Sales Operations, then as Regional Director for the Europe. A former President of Aston Martin Lagonda in the Americas, and holder of senior roles at Bentley in North America and the Asia-Pacific region, he makes a welcome return to the Home of Rolls-Royce after serving as Sales Director of BMW UK, and most recently Chief Commercial Officer at Italian supercar manufacturer Bizzarrini, where he played a crucial role in driving revenue growth and shaping the commercial success of the company. Julian’s international experience, product expertise and deep knowledge of the luxury sector ensure he is perfectly placed to take Rolls-Royce forward towards its all-electric future.

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## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[X (Twitter)](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2023 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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