**Rolls-Royce**

## Media Information

**ROLLS-ROYCE ANNOUNCES NEW PRESIDENT FOR  
ROLLS-ROYCE MOTOR CARS NORTH AMERICA**

**27 August 2018, Goodwood Embargo 04.00 BST**

Rolls-Royce has announced that Martin Fritsches has been appointed as President, Rolls-Royce Motor Cars North America from 1 September 2018.

Fritsches joined Rolls-Royce earlier this year as Vice President of Sales for the Americas region, responsible for sales planning and operations, including the marque’s 44 dealers in the Americas.

Prior to Rolls-Royce, Fritsches held a number of BMW Group senior positions in Sales, Marketing and Dealer Development in Argentina, Brazil and Germany. In 2012, Fritsches was appointed Sales Director for the BMW brand in the Brazilian market. In this role, he worked in multiple areas including optimisation of the dealer network, working with the BMW Brazil manufacturing plant that launched in 2014, strengthening the BMW M offering and boosting the pre-owned business.

Fritsches graduated from San Andrés University in Buenos Aires, Argentina with a degree in Business Administration. He started his BMW career in 1999 as a Sales & Marketing Trainee with BMW Group Argentina.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, said, “I am delighted to announce that Martin Fritsches has been appointed as President, Rolls-Royce Motor Cars North America. He is ideally positioned to take on this new role, with an exceptional track record and almost 20 years experience of the BMW Group at a senior level. His in-depth knowledge of our business and the Americas region – the largest for Rolls-Royce Motor Cars worldwide – will be invaluable.”

Fritsches replaces Pedro Mota, who will leave the company to pursue alternative business interests.

- Ends -

**Editors’ notes:**

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 1800 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

**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](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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