ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS ANNOUNCES

NEW ASIA-PACIFIC REGIONAL DIRECTOR

20 September 2021, Goodwood, West Sussex

Rolls-Royce Motor Cars has announced that Irene Nikkein has been appointed Regional Director for the Asia-Pacific region, based in Singapore.

Nikkein, joins Rolls-Royce Motor Cars from her previous role at MINI Japan as Head of Brand Communication & Product Management. Her experience includes almost 15 years in senior positions within BMW Group Asia, including roles as BMW Regional Experiential & Sponsorship Manager and MINI Regional Marketing Manager.

Henrik Wilhelmsmeyer, Director of Sales and Brand, Rolls-Royce Motor Cars said, “I am delighted to welcome Irene Nikkein to Rolls-Royce Motor Cars as Asia-Pacific Regional Director. Irene has an exceptional track record and her broad experience, combined with extensive regional knowledge, makes her ideally suited to this important role.”

Nikkein originates from Indonesia. She graduated with a bachelor’s degree in Business Administration (Major in Marketing) with Distinction from RMIT University in Singapore.

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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 marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**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 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 2,000 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.

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