ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS ANNOUNCES

NEW REGIONAL DIRECTOR FOR UK, EUROPE, RUSSIA AND

CENTRAL ASIA

20 September 2021, Goodwood, West Sussex

Rolls-Royce Motor Cars has announced that Boris Weletzky has been appointed Regional Director UK, Europe, Russia and Central Asia, based in the UK.

Weletzky, joins Rolls-Royce Motor Cars from his previous role as General Manager for MINI in Central and South Eastern Europe, where he was responsible for twelve markets. He is an exceptionally experienced sales and marketing expert, having spent almost 20 years with the BMW Group. He has held several senior management roles in Munich and also spent seven years in China.

Henrik Wilhelmsmeyer, Director of Sales and Brand, Rolls-Royce Motor Cars said, “I am delighted to welcome Boris Weletzky to Rolls-Royce Motor Cars as Regional Director UK, Europe, Russia and Central Asia. He is ideally suited to his new role at Rolls-Royce. His exceptional experience and proven track record will be invaluable in ensuring continued success in this important region.”

Weletzky originates from Austria. He holds a Master of Science for Applied Economics from the University of Applied Sciences Kufstein, Austria.

He replaces Julian Jenkins, who has departed Rolls-Royce Motor Cars to take up the position of Sales Director for BMW UK.

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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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