ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW REGIONAL DIRECTOR FOR GREATER CHINA

26 May 2023, Goodwood, Sussex **(EMBARGO TO 07.00 BST)**

Rolls-Royce Motor Cars has announced that Anthony Zhao has been appointed Regional Director for Greater China, transitioning into the role on 1 June 2023.

As one of the world’s leading luxury markets, China is of crucial strategic significance for Rolls-Royce Motor Cars. Known for its young and eclectic luxury clientele, China is expected to become the marque’s largest market in the next few years.

Anthony Zhao has extensive knowledge and experience in China, particularly in the South of the country, which is renowned as a global hub for luxury. Anthony has a deep understanding of the region and the ultra-high-net-worth Chinese luxury consumers, whose unique tastes and appetite for highly bespoke products attract them to Rolls-Royce’s model range. With a strong client focus, he brings a wealth of experience to his new role, having achieved significant success in a range of senior management positions within the industry, including over the last seven years as Head of Sales, South Region, BMW Brilliance Automotive.

Henrik Wilhelmsmeyer, Director of Sales and Brand for Rolls-Royce Motor Cars said, *“I am delighted to welcome Anthony Zhao to the Rolls-Royce team as Regional Director for Greater China. He has an outstanding track record, and his broad experience in the vitally important Chinese market means he is ideally suited to this position. I worked closely with Anthony during my own time working in China and he greatly impressed me with his capabilities. Greater China plays a crucial strategic role in Rolls-Royce’s global success, and I look forward to working with Anthony to build on our strong position in the region.”*

Leon Li, previously Regional Director of Rolls-Royce Motor Cars Greater China, has left the company in order to pursue other business interests.

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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 2,500 skilled people 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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