ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW Director of finance

Thursday 1 August 2024, Goodwood, West Sussex

* Werner Lulay succeeds Timo Poser as Director of Finance
* Lulay, formerly Director Controlling Development and Product Projects, BMW Group, assumes his new role from 1 August 2024
* Lulay brings more than 20 years of financial and leadership experience
* After more than four years at Rolls-Royce Motor Cars, Timo Poser moves to new position within the BMW Group

*“I am delighted to welcome Werner Lulay to the Home of Rolls-Royce in his new role as Director of Finance. Werner is a talented senior leader who brings more than 20 years of exceptional strategy, planning and finance experience to Rolls-Royce Motor Cars, a marque he already knows well from his current role.*

*“I also thank our outgoing Director of Finance, Timo Poser, for his outstanding contribution to Rolls-Royce’s recent success. Since joining the marque in early 2020, Timo played a crucial role in the marque’s development and growth, including steering the development and implementation of our corporate strategy and playing a leading role in our site extension project, which was granted planning permission earlier this year.*

*“I wish both Timo and Werner well in their new roles.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has announced that Werner Lulay will take up the role of Director of Finance, effective from 1 August 2024.

Throughout his almost quarter-century-long career, Werner has held a number of leadership and management roles, focusing on strategic planning, global plant development and financial controlling. He was in charge of financial controlling for the global Production Division of BMW Group, before moving to be financial controller of the Group’s Development Division in 2021, a position which also saw him oversee portfolio controlling for Rolls-Royce.

In his new role, Werner is based at Rolls-Royce Motor Cars’ Head Office and Global Centre of Luxury Manufacturing Excellence at Goodwood, West Sussex. Now that planning permission has been granted for a significant plant extension at Goodwood, one of Werner’s first major tasks will be steering the financial aspects of that development, as the marque builds for its future success. Rolls-Royce contributes well over half a billion pounds to the UK economy annually, 20% of which is within West Sussex and adjoining counties.

Wernergraduated from Technical University Munich with a PhD from the Institute for Machine Tools and Industrial Management in 1999 before joining BMW Group in 2000.

He succeeds Timo Poser, who will take on the role of Chief Financial Officer at BMW Motorrad, based in Munich. In his four years at Rolls-Royce Motor Cars, Timo steered the planning and implementation of the marque’s highly successful corporate strategy, as well as making a significant contribution to the continuing success of the brand. A major factor in that success is the increased strategic focus on Rolls-Royce Bespoke and Coachbuild projects; it is to enable these to develop still further that the marque is planning a major extension to its site at Goodwood, the building of which is expected to begin in 2025, following the granting of planning permission earlier this year.

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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); [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. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99:-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

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.

CONTACTS | GOODWOOD

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