Aston Martin Appoints New Regional Director For Europe

Friday 20 February, 2015

Frankfurt am Main: Aston Martin is pleased to announce the appointment of Mark Kenworthy as Regional Director for Europe based at Aston Martin's regional headquarters in Frankfurt am Main, Germany.

Mark Kenworthy commenced his career with Aston Martin in 2010, where he held the position of General Manager for the Middle East and North Africa (AMMENA). For the last three years Mark has held the position of head of UK and South Africa Sales and Aftersales Operations. He brings more than two decades of automotive industry experience to his new role in Europe having previously held senior management positions in both automotive retail and distribution operations globally.

Christian Marti, Global Sales Director of Aston Martin, said: "I am very happy that Mark has taken on this new role. His obvious passion for our sports cars, coupled with his extensive automotive experience will be important for the development of Aston Martin across Europeas we embark on our most significant period of new product investment to date."

Commenting on his new role Mark said: "I am immensely excited with this new opportunity and look forward to further developing this vital and well-established region for Aston Martin. I am also keen to support our professional network of existing dealer partners plus, where we have business opportunities to develop our representation plan, we will be looking to identify new partners to continue with our strategic development of the brand across Europe."

– Ends –

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