Audi UK appoints two new PR executives

Saturday 2 August, 2014

Jo Davis and Camilla Scanes join the Audi UK Press Office to uphold its renowned service standards for media events

The Audi media relations team is seeing two changes this summer following the forthcoming maternity leave for Kate Dixon, who departs to have her baby in mid-September. Kate's absence will be covered for 12 months by press events expert Jo Davis. Jo, who moves from her current role as Media Relations Manager in the Skoda UK Press Office, brings with her key motor press experience bolstered by 4 years spent in the press team at Porsche UK previously.

Holly Robinson is promoted from Press Events Executive at Audi UK to Media Relations Manager at SEAT UK and moves into her new role from 11 August. Taking over from Holly is Camilla Scanes, who will join Audi Press and PR shortly. Camilla, formerly the Media Relations Officer for the Volkswagen Brand, also brings with her specialist front line press experience gained previously with Volkswagen as well as Skoda.

Commenting on the new appointments, Jon Zammett, Head of Audi UK Public Relations said: "I'm delighted to see Holly promoted, which clearly recognises her considerable talent in dealing so efficiently with the press. At the same time we wish Kate Dixon our very best for the exciting and imminent birth of her daughter in October.

"We are particularly fortunate to be able to welcome two such talented new faces into the Audi Press team; with Jo and Camilla I'm sure that that the service standards around our product launch programme will be maintained as well as our media contacts have come to expect."

– End –

Picture caption

Two new members of the Audi UK Press team – Jo Davis and Camilla Scanes - will join the Audi UK Press Office shortly.

Note to Editors

In 2013 Audi achieved best ever worldwide sales of 1,575,500 cars, an 8.3 per cent improvement over 2012. Sales in the UK increased by 14.9 per cent year-on-year to 142,020 cars, establishing another record and elevating the brand to the lead position in sales terms in the premium sector for the first time. To maintain this strong performance the brand plans to invest around €22 billion – mainly in new products and sustainable technologies - between now and 2018. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility. This philosophy also applies to the brand's sports car racing activities, in which Audi made history in 2012 by winning the Le Mans 24-hour race using pioneering hybrid diesel technology in the R18 e-tron quattro. It went on to repeat the performance in the 2013 and 2014 races, taking the total number of Audi victories there to 13.

For further information please contact:

Robin Davies — Telephone: 01908 601407
Product Affairs Manager — e-mail: robin.davies@audi.co.uk
Kate Dixon — Telephone: 01908 601629
Media Relations Manager — e-mail: kate.dixon@audi.co.uk
Alex Fisk — Telephone: 01908 601980
Digital Press Officer — e-mail: alex.fisk@audi.co.uk
Jon Zammett — Telephone: 01908 601455
Head of Public Relations — e-mail: jon.zammett@audi.co.uk

Media:





Related Sectors:

Motoring :: Main News ::

Related Keywords:

Audi ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk