

Bentley Motors Inc Appoints Jeff Kuhlman as New Communications Chief

Monday 9 November, 2015

Bentley Motors has today announced that Jeff Kuhlman will become Chief Communications Officer of Bentley Motors Inc., the regional office for Bentley Motors in the Americas, with effect from 11th November 2015. He succeeds Graeme Russell, who was recently appointed Head of Brand Communications for Bentley's global organisation.

Kuhlman will lead all of the company's product, corporate and lifestyle media communications in the United States, Canada and Central and South America. Commenting on the appointment, Andrew Roberts, Director of Communications, said:

"Jeff joins Bentley at an exciting time, just after the global launch of the world's first ultra-luxury SUV, Bentley Bentayga. His first task will be to introduce the new car to the regional market and we are extremely confident he will do this with the necessary experience, skill and drive to deliver our goals. Appointing Jeff strengthens our US Communications team, building on the addition of Communications Manager, Erin Bronner earlier this year."

Kuhlman has more than 30 years of experience in the automotive industry, most recently as Vice President of Global Communications for Nissan Motor Company in Japan. Prior to this, he spent five years as Chief Communications Officer for Audi of America, after a number of senior communications roles with General Motors.

Talking about his new position, he said:

"I'm delighted to be joining such a truly iconic British luxury brand in Bentley. I had a glimpse at the Frankfurt Auto Show what the future holds in Bentayga and I look forward to supporting the introduction of the new car to the region, as well as continuing to communicate the success of the current models."

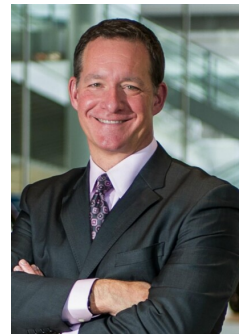
The Americas region is Bentley's largest market, with 53 dealerships accounting for almost 30% of Bentley total sales. Bentley's corporate headquarters are in Herndon, Virginia, where Kuhlman will be based.

Concluding, Michael Winkler, President and Chief Executive Officer of Bentley Motors Inc., said:

"The Americas region plays a key part in Bentley's global success, with more customers than anywhere else in the world. I'm pleased to have Jeff join the team and look forward to working with him to drive this success even further."

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