Honda UK Strengthens Press Office

Thursday 6 November, 2014

- Simon Branney joins team as PR Communications Manager
- Simon brings over 11 years' experience working on household name brands such as Volvo, Nissan, MINI, Hyundai, Kia, Twitter, London 2012 and Currys PC World
- Honda brand set for massive revitalisation in 2015 with all new product range and much heralded return to F1 racing

Honda UK has brought in Simon Branney as PR Communications Manager as the automotive giant plans for a busy 2015.

Simon joins from an account director role at Nobull Communications where he ran the motoring side of the business, focusing on b2b marcomms activity for Hitachi Capital Vehicle Solutions, Cobra UK and Sewells Research and Insight, along with the PR for the Volvo retailer network.

Bringing over a decade of PR experience, Simon has worked on Volvo, Nissan, Kia, MINI and Hyundai as well as household name brands such as Twitter, Currys PC World, the London and Southampton Boat Shows, and the successful mass behavioural change campaign 'Get Ahead of the Games' for London 2012.

Reporting into automotive industry PR veteran Karen Parry, who joined in July, Simon will be responsible for managing the external communications for the car products, working closely with the automotive specialist media alongside pushing the coverage beyond traditional motoring pages and into the consumer, lifestyle and broadcast arenas.

Head of Corporate Affairs at Honda UK, Rebecca Stead commented: "Honda has ambitious plans for 2015 as we look to return the brand to the glory days. We have a raft of new product set to hit the marketplace over the next 12 months as well as the much anticipated return to Formula One racing with McLaren.

"We are delighted to have Simon on board, making use of his skills, experience and energy to maximise the opportunity we have ahead of us to ensure people understand the brand once more and get people back in to a Honda car."

"I'm delighted to be joining Honda at what is a very exciting time," said Simon. "Honda as a brand has such strong equity with its target audiences and is in the perfect position to springboard into a fantastic 2015."

- ends -

To help with diary planning:-
New Civic, Civic Tourer and Civic Sport Arrives Spring 2015
New CR-V Arrives Spring 2015
New Civic Type R Arrives Summer 2015
New Jazz Arrives Summer 2015
New HR-V Arrives Summer 2015
NSX Launching Detroit 2015
New Hydrogen Fuel Cell 2016

CAR TEAM

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Ellie Ostinelli, PR Communications Manager (Car & Corporate) – on maternity leave looking after Arthur

Media:



Related Sectors:

Media & Marketing :: Motoring ::

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