

Jose Antonio Garvía Joins Bultaco Motors As New Commercial And Marketing General Manager

Monday 16 February, 2015

Bultaco reinforces its company structure with the appointment of José Antonio Garvía as new Commercial and Marketing General Manager and member of the Executive Committee of Bultaco Motors.

Jose Antonio Garvía will be responsible for Marketing and after sales of the company.

This is part of Bultaco's ambitious development plan for 2015, with the manufacture and marketing of the first models of its new era.

José Antonio Garvía has extensive experience in marketing and distribution networks in the international automotive industry, where he has assumed various responsibilities at the highest level in American, European and Korean companies.

Among others, José Antonio Garvía has been Managing Director of the FIAT group in Spain and the United Kingdom, President of the FIAT group in Portugal, Director of KIA Motors Iberia and has been responsible for the creation and development of the distribution network of General Motors in Spain.

"We believe that José Antonio Garvía's extensive experience in the national and international automotive market will be very helpful in the implementation and expansion of the Bultaco brand.

We have an exciting challenge ahead and to have maximum guarantees of success, it is essential to have the best team. José Antonio Garvía will be a vital part," said Juan Manuel Vinós, CEO and Co-founder of Bultaco Motors.

José Antonio Garvía stated: "I approach this new stage of my automotive career with much excitement for the future. To share my experience and knowledge of the national and international automotive industry with the legendary Bultaco brand gives me great pride. With pride comes great responsibility. This is the most exciting challenge of my career."

Born in Segovia, married and with a son, José Antonio Garvía holds a degree in economics from ICADE in Madrid and has a MBA from IESE in Barcelona.

About Bultaco

Bultaco is the legendary motorcycle brand founded on the 17th May 1958 by Don Paco Bultó. In its history it has marketed legendary models, such as the Sherpa, Matador, Metralla and Frontera, winning countless national and international championships with historic riders such as Angel Nieto, Sammy Miller and Barry Sheene. Bultaco returns in the 21st century with very advanced technology; a self-developed electric propulsion system, regeneration and accumulation of energy solutions, which achieves an autonomous system unknown until now. This is achieved with the use of high-level components and the use of ultra-lightweight materials.

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