

## ?Porsche Cars Great Britain Appoints Angus Fitton as Head Of PR

Tuesday 18 August, 2015

Porsche Cars Great Britain has appointed **Angus Fitton** as its new Head of PR, with effect from 1 October 2015.

Angus will be responsible for all areas of Porsche PR strategy in the UK including product, corporate, motorsport, and heritage communications, and will report directly to Chris Craft, Managing Director. He takes over from Mike Orford, who leaves the company to join Volkswagen UK as Head of Press and Public Relations.

Angus joins Porsche with almost 10 years of PR experience, most recently at Mercedes-Benz UK as PR Manager for Mercedes-Benz Cars UK. Previously, he worked in the Volkswagen UK Press Office following six years as a motoring journalist, principally at *CAR* magazine, but also at *Autocar* and *BBC Top Gear Magazine*.

Chris Craft, commenting on the appointment, said: "I am delighted to welcome Angus to the Porsche team at this exciting time in our product development. With his broad experience and product fascination, he is the perfect candidate to continue the excellent progress achieved under Mike's leadership of our PR."

Angus brings further experience to the established Porsche Press Office team of Nick Perry, Product Affairs Manager, and Rob Punshon, Press Officer.

Throughout his PR career, Angus has focused on product communications, using his experience as a journalist to better understand the needs of the media, while bringing creativity and energy to each of his roles. Primarily a car enthusiast and occasional owner of classic cars, Angus is looking forward to building on the reputation of the Porsche Cars Great Britain PR team.

The Reading-based 100% subsidiary of Porsche AG is responsible for the Porsche business in the UK and the Republic of Ireland, and also owns the Porsche Retail Group which operates five Porsche Centres in the south of England.

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