



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY AMERICAS NAMES JUN WATANABE AS SENIOR DIRECTOR, SALES AND OPERATIONS

- **Automotive veteran to lead sales operations in Bentley's largest market**
- **Joins from Volkswagen Financial Services**

(Reston, VA, 21 November 2024) On behalf of Bentley Motors, Inc. Jun Watanabe has been appointed to Senior Director, Sales and Operations, effective 9 December, 2024. Based in Reston, Va., Jun will report directly to Mike Rocco, President and CEO.

In this key leadership position, Jun will be responsible for the field sales organization, retail growth, ordering, distribution, dealer network development, training initiatives, preowned, and ensuring the delivery of unparalleled Bentley customer experience.

"We are pleased to welcome Jun's wealth of knowledge in the auto industry, retailer network and US market to Bentley," said Mike Rocco, President and CEO of Bentley Americas. "Jun joins Bentley's largest market at a pivotal time as the new Continental GT Speed comes to market our focus embodies the Beyond100+ focus. His extensive experience and strategic vision make him an exceptional addition to our leadership team."

Jun brings more than 20 years of experience in the automotive industry and a proven track record in leadership roles across both regional and headquarters settings. Most recently, he served as Director of Audi Sales Operations – Financial Services at VCI. Prior, Jun held pivotal roles, including Director of Network at Audi of America and several regional leadership positions at Nissan

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North America, such as Regional General Manager and Area General Manager.

Jun comments, "It is a great honor and privilege to represent this iconic brand. I am looking forward to working with our Bentley teams and retail dealer network to set the course for our mutual success."

- ENDS -

Notes to editors

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering, Mulliner and production of the company's five model lines, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

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