



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

BALAZS ROOZ, REGIONAL DIRECTOR BENTLEY EUROPE, TO LEAVE THE COMPANY

- **Balazs Rooz, Regional Director of Bentley Motors in Europe since June 2020, leaves the company at his own request and by mutual consent with immediate effect**
- **Richard Leopold, Regional Director UK and MEAI, to also manage European region**

(Crewe, 8 July 2024) Bentley Motors has announced that Balazs Rooz, Regional Director Europe, will leave Bentley at his own request and by mutual consent. The region will be led by Richard Leopold in addition to his responsibilities as Regional Director of the UK and MEAI. The moves are immediate.

Christophe Georges, Global Sales and Marketing Director, commented: "I would like to take the opportunity to thank Balazs for his contribution over his four years at Bentley and wish him well for his future."

Richard Leopold, Regional Director UK and MEAI, adds:

"I am excited to now also manage the European region building on the great work that Balazs has done in getting the new Continental GT off to such a powerful start. I look forward very much to working with the Bentley Europe team and the network of experienced retailers."

Richard Leopold joined Bentley Motors in 2007. He has a deep understanding of complex regional markets, as well as a wealth of experience in the automotive

Amel Boubaaya
Head of Marketing and
Communications
amel.boubaaya@bentley.co.uk
+49(0)1732689143

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyNewsroom
@BentleyComms



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

sector at the retail and wholesale levels, having previously led executive roles at Saab and Bentley.

- 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 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.

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk
+49(0)1732689143

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyNewsroom
@BentleyComms