



By appointment
to Her Majesty
The Queen
Master of the Household
Her Majesty The Queen
Chapel Chamberlain



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BENTLEY

Press Information

MARK DEL ROSSO APPOINTED PRESIDENT AND CEO OF BENTLEY MOTORS, INC.

(Reston, Va, 4 April 2017) Bentley Motors has today announced that Mark Del Rosso will become President and Chief Executive Officer of Bentley Motors, Inc., the regional office for Bentley Motors in the Americas, on 1st June 2017. He succeeds Michael Winkler, who will be returning to Australia later this year. Winkler will remain in position through the two-month transition.

Del Rosso will report to Dr. Andreas Offermann, Bentley's Member of the Board for Sales, Marketing and Aftersales. Del Rosso has more than 25 years of experience in the automotive industry. He joined Toyota in the U.S. immediately upon graduating from the University of Southern California and was assigned to the Lexus organisation where he advanced through positions in Sales and Marketing in both regional field offices and the U.S. headquarters.

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In 2008, Del Rosso joined Audi of America as Executive Vice President and Chief Operating Officer, the position that he holds today. In his nearly nine years of leadership at Audi, Del Rosso strengthened the financial health of the dealer network and managed profitable growth to ensure greater franchise value. His efforts resulted in one of the most optimistic dealer groups in the premium market, as measured by the NADA survey.

“The Americas region is key to Bentley’s global success,” said Offermann.

“This is our largest market by sales and the most important global market in setting and sustaining brand image. I am delighted to welcome Mark to



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Bentley, and I look forward to working with him to drive our brand in this important market.

“I would also like to thank Michael for the contribution he has made to Bentley. He has played a crucial role in reinforcing the company’s position in the Americas region.”

The Americas remained Bentley’s number one market throughout 2016, closing the year delivering 2,792 cars, against a figure of 2,864 in 2015. This accounted for 25 per cent of global deliveries. There are 53 Bentley dealerships throughout the Americas, with the corporate headquarters based in Reston, Virginia.

- ENDS -

Notes to editors

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- 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 four model lines, Bentayga, Continental, Flying Spur and Mulsanne. 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.