**Rolls-Royce**

## Media Information

**ROLLS-ROYCE MOTOR CARS ANNOUNCES**

**NEW REGIONAL DIRECTOR, MIDDLE EAST & AFRICA**

**3 July 2018, Goodwood**

Rolls-Royce has announced that César Habib has been appointed as Regional Director, Middle East & Africa from 1 August 2018. He will be based in Dubai.

Habib joined Rolls-Royce from BMW in 2015 as Head of Ownership Services, and oversaw the development and record growth of the company’s aftersales business. More recently, in his current role as Head of Bespoke, he has overseen record sales and continued development of the unique Rolls‑Royce Bespoke business. The Middle East is one of the company’s leading regions for Bespoke orders.

Prior to Rolls-Royce, Habib held a number of BMW Group senior positions in Sales, Aftersales, Sales Channel Development and Business Development. This included five years based in the regional BMW office in Dubai.

Born in Lebanon to a Lebanese father and German mother, Habib graduated from the University of Passau in Germany with a Diploma in Business Administration. He started his BMW career in 2000 as a Parts Business Consultant.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, said, “I am delighted to announce that César Habib has been appointed as Regional Director, Middle East & Africa. César has an exceptional track record and, with his broad experience and in-depth knowledge of the business and the region, he is ideally positioned to take on this new role.”

Habib replaces Brett Soso, who will leave the company in August to pursue alternative business interests.

- Ends -

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

**Contacts:**

**Goodwood**

**Director of Global Communications**

Richard Carter +44 (0) 1243 384060 richard.carter@rolls-roycemotorcars.com

**Head of Corporate Relations, Heritage and Philanthropy**

Andrew Ball +44 (0) 1243 384064 andrew.ball@rolls-roycemotorcars.com

**Head of Global Product Communications**

Andrew Boyle +44 (0) 1243 384062 andrew.boyle@rolls-roycemotorcars.com

**Head of Global Lifestyle Communications**

Emma Rickett +44 (0) 1243 384061 emma.rickett@rolls-roycemotorcars.com

**Head of Global Digital, Online & Social PR Communications**Terence Church +44 (0) 7815 245930 terence.church@rolls-roycemotorcars.com

**Head of Internal Communications**

Amanda Hewitt-Spicer+44 (0) 7815 244131 amanda.hewitt-spicer@rolls-roycemotorcars.com

**Regional**

**Asia Pacific - North**

Rosemary Mitchell +81 (0) 3 6259 8888 rosemary.mitchell@rolls-roycemotorcars.com

**Asia Pacific - South**

Hal Serudin +65 6838 9675 hal.serudin@rolls-roycemotorcars.com

**China**

Anna Xu+86 10 84558037 anna.xu@rolls-roycemotorcars.com

**Eastern Europe**

Frank Tiemann +49 (0) 89 382 29581 frank.tiemann@rolls-roycemotorcars.com

**Northern Europe and Scandinavia**

Ruth Hucklenbroich +49 (0) 89 382 60064 ruth.hucklenbroich@rolls-roycemotorcars.com

**Middle East, Africa and India**

Rami Joudi +971 56 171 7883  rami.joudi@rolls-roycemotorcars.com

**North America and South America**

Gerry Spahn +1 201 930 8308 gerry.spahn@rolls-roycemotorcarsna.com

**UK and Western Europe**

Matthew Jones +44 (0) 7815 245929 matthew.jones@rolls-roycemotorcars.com