

MANUELA HOEHNE BECOMES NEW SPOKESPERSON FOR BUGATTI



Manuela Hoehne has been appointed spokesperson for the Bugatti brand as of 1 March 2013. In her new role as Head of Media Relations she follows on from Emanuela Wilm, who will be taking on responsibilities as General Manager Marketing, Events and Customer Relationship Management for Bugatti in the USA from 1 April 2013. "Manuela Hoehne is a proven expert in communications for the automotive and luxury goods sectors, and we are very glad that she will be joining us at Bugatti," commented Wolfgang Glabus, Director of Communications at Bugatti. For more than four years Manuela Hoehne has been Communications and PR Manager for Europe at the British sports car manufacturer Aston Martin Lagonda Ltd. From 2000 to 2007 she worked as a press officer for the German Association of the Automotive Industry (VDA) in Frankfurt and Berlin.

In her new role, Manuela Hoehne will be in charge of global communications at Bugatti. She reports directly to Wolfgang Glabus. Emanuela Wilm has been Head of Media Relations since 2008. During her time in the role, the Bugatti Veyron Grand Sport, Super Sport and Vitesse have undergone successful market launches.