

OLIVER WINKES NAMED HEAD OF MARKETING AT BUGATTI



Oliver Winkes has been named as new Head of Marketing at Bugatti Automobiles S.A.S. The manager took up his new position at the French luxury brand on 1 June 2015. He will be responsible in future for the collective marketing activity of the brand across the world. "We are delighted that Bugatti has gained such a proven marketing professional as Oliver Winkes, with many years of experience in the premium and luxury automotive industry," commented Dr Stefan Brungs, Board Member for Sales, Marketing and Customer Service at Bugatti Automobiles S.A.S., on the new appointment. "Besides his outstanding customer orientation, it is his expertise in the area of marketing and events, as well as his strategic brand management, which will support fascination for the Bugatti brand into the future."

Oliver Winkes (47) began his automotive career in 1995 at Ferrari Germany as Head of Marketing & PR, before transferring to the Volkswagen Group in 2000. From 2000 to 2004, the Frankfurt-born businessman was responsible as Head of Marketing — Europe and Head of Public Relations — Bentley Motors for the revival of the Bentley brand, before switching to Head of Customer Management at Volkswagen's Gläserne Manufaktur in late 2004. As manager of the Volkswagen Group's Kunden Club GmbH, he developed a customer loyalty programme for Volkswagen and Audi, before returning to the Gläserne Manufaktur in 2011 as Head of Sales & Marketing where, next to his responsibility for those areas, he worked with his team in the marketing of the VW XL1.

"I am extremely proud and happy to be part of the committed and motivated team that is devoted to creating the exclusive world of the Bugatti brand. Bugatti, for me, is the quintessential luxury automotive brand, which fascinates its customers and fans alike all over the world," said Oliver Winkes.

Oliver Winkes will report directly to Stefan Brungs in his new position.