

TIM BRAVO TO BE NEW HEAD OF COMMUNICATIONS AT BUGATTI



With effect from 1 September 2018, Tim Bravo is to be the new Head of Communications at Bugatti. He will report to Stephan Winkelmann, President of Bugatti Automobiles S.A.S. In this function, Bravo succeeds Manuela Hoehne, who is moving to another position within the Volkswagen Group where she will be in charge of sales and marketing communications of the Group and its core brand Volkswagen.

Tim Bravo (34) started his professional career in 2006 with the broadcaster Westdeutscher Rundfunk (WDR). He then held further positions, for example in the Corporate Communications department of Lanxess AG. In 2011, Bravo joined the Volkswagen Group. Following various positions with SEAT S.A. in Barcelona, he moved to Stuttgart as Press Spokesperson of Dr. Ing. h.c. F. Porsche AG in 2014. Over the past three years, Bravo, who holds a degree in communications science, was the Press and PR Manager of Porsche Latin America, based in Miami, and was responsible for the entire communication activities of the Porsche brand in the

region. In his new function with Bugatti, Tim Bravo will be responsible for the worldwide media communications of the French luxury brand.

Manuela Hoehne (50) has held this position since 2013. Previously, she spent over four years as Head of Communications Europe of the British sports car brand Aston Martin Lagonda Ltd. She started her career in the automotive industry in 2000 as press spokesperson with Verband der Automobilindustrie (VDA) in Frankfurt, a position she held until 2007, finally working in the association's Berlin office. During her time with Bugatti, she managed communications for the completion of the Veyron chapter, the presentation of the Bugatti Vision GT concept, the market launch of the Veyron's successor, the Chiron, and the world premiere of the new Divo. In her future position, Manuela Hoehne will be responsible for the worldwide sales and marketing communications of the Volkswagen Group and its core brand and will also serve as the spokesperson of Jürgen Stackmann, Member of the Board of Management of the Volkswagen Passenger Cars brand responsible for Sales and Marketing.