



## ASTON MARTIN

### **Aston Martin restructures Marketing and Communications team**

- **Director of Brand Strategy Gerhard Fourie expands role to become Director of Marketing and Brand Strategy**
- **Kevin Watters becomes Director of Communications**
- **Aston Martin recently named as the world's fastest growing automotive brand**

*14 March 2018, Gaydon:* Aston Martin has today revealed changes to the structure of its Marketing and Communications team under the leadership of Vice President and Chief Marketing Officer Simon Sproule.

Director of Brand Strategy Gerhard Fourie will take up the expanded role of Director of Marketing and Brand Strategy with responsibility for global marketing, CRM, launch planning and the definition and evolution of the Aston Martin and Lagonda brands.

Kevin Watters who has been with the company for 15 years, moves to the newly-created position of Director of Communications.

Watter's own team has been bolstered by the arrival of Simon Strang, who joins Aston Martin from Haymarket, to look after Motorsport communications. Dave Adams will now focus on Product Communications while Grace Barnie continues to head up Corporate Communications. Raphaele Loheac-Derboulle continues to manage Lifestyle Communications and Sophie Tobin remains as Press Officer.

Gerhard Fourie joined Aston Martin from Nissan in September 2017, will take over from Marcus Blake, Director of Marketing, who leaves the business with immediate effect.

Commenting on the restructuring, Simon Sproule said, "Aston Martin is at a significant point in its history, with the revival of the Lagonda brand and the announcement that Aston Martin is the world's fastest growing automotive brand. Gerhard and Kevin will continue to play crucial roles in developing and communicating the Aston Martin and Lagonda brands globally as we create a solid foundation for future growth."

- Ends -

[www.astonmartin.com/media](http://www.astonmartin.com/media)

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**About Aston Martin:**

Aston Martin is an exclusive luxury sports car company with a unique British heritage. The iconic brand fuses the latest technology, exceptional hand craftsmanship and graceful styling to produce pioneering models including the DB11, Rapide S, Vanquish S, Vantage S and Vanquish Zagato. Based in Gaydon, England, Aston Martin designs and creates sports cars offering style and performance which are sold in 53 countries around the world.

Founded in 1913, the Group recently launched its Second Century Plan for sustainable long-term growth. This is underpinned by the introduction of new models including the DB11, new Vantage, Vanquish replacement and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales. In 2017 Aston Martin, which is privately owned, generated revenues of £876 million and employed 2,755 people.

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