

AUTOMOTIVE

Rolls-Royce moves management in the Middle East

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Rolls-Royce Motor Cars hires new regional director. Image courtesy of Rolls-Royce Motor Cars

By STAFF REPORTS

British automaker Rolls-Royce has appointed a new regional director in the Middle East and Africa from within its own management.

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Csar Habib will start his new role Aug. 1 based out of Dubai. He is being promoted from his position as head of bespoke, fittingly since the Middle East is an important area for custom orders.

Changing roles

Current regional director Brett Sorsos has announced he will be leaving the company to "pursue alternative business interests" in August, said Rolls-Royce in a statement.

Filling the role will be Mr. Habib, who came to Rolls-Royce from BMW in 2015.

Prior to the move, he acted in a variety of roles within the BMW company, including sales, after-sales, sales channel development and business development.

Before starting his career at BMW in 2000 as a parts consultant, Mr. Habib graduated from University of Passau in Germany with a Diploma in Business Administration.

He has an established presence in Dubai, after relocating there within BMW in its regional office for five years.



Mr. Habib takes role as regional director in Middle East and Africa. Image credit: Rolls-Royce

"I am delighted to announce that Csar Habib has been appointed as regional director, Middle East & Africa," said Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, in a statement. "Csar 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."

Rolls-Royce recently unveiled what it is calling the most anticipated Rolls-Royce of all time as it looks to conquer the luxury SUV market.

In hopes to capture a younger, more adventurous audience, Rolls-Royce's new Cullinan SUV touts an off-road luxury lifestyle. Announced on May 10 at Goodwood and via live stream, the bespoke vehicle has also been designated "the first three-boxed SUV" from Rolls-Royce ([see story](#)).

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