

AUTOMOTIVE

Rolls-Royce appoints new North American president

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Rolls-Royce Phantom. Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce has named Martin Fritsches its new president for North America.

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Mr. Fritsches was most recently Rolls-Royce's vice president of sales for the Americas, having joined the marque earlier this year. He succeeds Pedro Mota in the role, as brand says the former president leaves to "pursue alternative business interests."

Top market

Mr. Fritsches has spent almost 20 years at BMW Group, having started in a sales trainee role with the automaker's Argentina office in 1999.

More recently, he has held senior-level positions at BMW Group in Argentina, Brazil and Germany. In 2012, he became sales director for BMW in Argentina, a role that included overseeing the country's dealer network and manufacturing plant.

In his vice president role at Rolls-Royce, Mr. Fritsches was in charge of sales and operations, including the brand's 44 regional dealers.

"I am delighted to announce that Martin Fritsches has been appointed as president, Rolls-Royce Motor Cars North America," said Torsten Müller-Övs, CEO of Rolls-Royce Motor Cars, in a statement. "He is ideally positioned to take on this new role, with an exceptional track record and almost 20 years experience of the BMW Group at a senior level.

"His in-depth knowledge of our business and the Americas region the largest for Rolls-Royce Motor Cars worldwide will be invaluable," he said.



Martin Fritsches. Image courtesy of Rolls-Royce

Even with growth in markets such as China, the Americas has remained the top region for Rolls-Royce sales.

British automaker Rolls-Royce has revealed a strong first half of 2018, with a 13 percent year-over-year increase in sales worldwide.

Strong demand in Europe and the United States helped Rolls-Royce grow sales in the first half of 2018 compared to 2017 ([see story](#)).

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