

AUTOMOTIVE

Aston Martin exec moves to luxury EV group

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The Karma Revero, promoted during the Masters Golf Tournament. Image credit: Karma

By STAFF REPORTS

Luxury electric vehicle maker Karma Automotive is hoping to strengthen its presence in the United States EV market with a new hire.

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Matthew Clarke has been hired as the director of communications as part of the company's new business. Mr. Clarke has a long history within the luxury automotive field, and comes to Karma from Aston Martin Lagonda.

EV heat up

Mr. Clarke most recently served as Aston Martin's general manager of marketing communications, where he was responsible for all public relations, marketing and product planning for North and South America.

The executive has 15 years of experience with Aston Martin, following his beginning in luxury automotive at Land Rover.

"I'm excited to join a dynamic leadership team and help build belief in and support for our strategic vision for the brand here in the U.S. and in China," Mr. Clarke said in a statement. "My team's focus will be to take the wraps off the only automaker designing, engineering, assembling and marketing vehicles in Southern California and to create long-term value for the Karma brand."

The new director of communications will begin his position on Jan. 7, as part of Karma's "Value-Forward" business plan, which will focus on cornering the luxury EV niche. He will report to CEO Dr. Lance Zhou in the interim, as Karma's internal organizational structure is finalized.

All things luxury under the SoCal sun [@_anacheri #KarmaAuto pic.twitter.com/oKVIq112bj](#)

Karma Automotive (@KarmaAutomotive) [December 29, 2018](#)

"Matt brings a diverse and international skillset and has the kind of brand management, experiential marketing and

media communications leadership Karma needs to support our strong and well-funded future," Dr. Zhou said in a statement. "Karma continues to attract the kinds of top talent and leadership required to achieve our goals and execute on a solid product plan that spans the next decade."

Karma recently took its first big step into the world of electric cars with the Revero, a fully electric luxury sedan that debuted this past summer.

The EV was promoted in a new spot called "Born in California," a reference to the car's place of design and manufacture, Irvine, CA. The short film aired during CBS' coverage of the 2018 Masters Golf Tournament ([see story](#)).

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