

AUTOMOTIVE

Bentley names McLaren alumna head of marketing for Europe

July 19, 2021



Amel Boubaaya is the new head of marketing and communications for Europe at Bentley. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has appointed a new head of marketing and communications for Europe, the marque's third-highest sales region.

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Amel Boubaaya joins Bentley effective July 19, after a near decade-long tenure at British automaker McLaren. She replaces Caren Jochner, who was promoted to head of global brand experience at Bentley in April.

"Amel brings a deep-rooted understanding of communications and customers in the luxury sector and a true passion for automotive, honed over many years of experience working in various markets around the world," said Wayne Bruce, director of communications at **Bentley Motors**, in a statement.

"I look forward to working together to develop and deliver our activities throughout the key European region as we look to transform our global business to become the leader in sustainable luxury mobility," he said.

Bentley Motors marketing

Ms. Boubaaya will report to Mr. Bruce and Balazs Rooz, regional director for Europe. Headquartered in Munich, the region accounts for about 20 percent of Bentley's total global sales with 70 retailers in 35 countries.

Most recently, Ms. Boubaaya was McLaren's head of PR for Europe, Middle East and Africa. She worked with Mr. Bruce at the supercar maker from 2012 to 2019, when he departed to join Bentley.

Ms. Boubaaya had earlier stints at Infiniti Europe and Renault Sport Technologies.

At Bentley, she will be responsible for all marketing and communications activities across Europe as the marque continues its push towards electrification as part of its Beyond100 program.



The new Flying Spur hybrid. Image credit: Bentley

Earlier this month, Bentley announced a partnership with Scottish whisky maker The Macallan.

The two brands are collaborating to create immersive experiences and initiatives that reflect both classic luxury and innovation. The partnership will also focus on a set of core areas including the brands' shared journey to carbon neutrality, research into the sourcing of sustainable materials and identification of sustainable, local suppliers ([see story](#)).

"I am excited to be joining the journey that Bentley has just embarked upon with the well-defined Beyond100 strategy, in the most complex and demanding region in the world," Ms. Boubaaya said in a statement.

"I am looking forward to taking up this challenge and feel inspired by the way Bentley considers and treats the sustainability theme in every respect, a topic dear to my heart since its early stages decades ago now."

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