

AUTOMOTIVE

## Rolls-Royce announces new director of global communications

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*Emma Begley joins Rolls-Royce on July 1. Image credit: Rolls-Royce Motor Cars*

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By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has appointed Emma Begley as its newest director of global communications, effective July 1.

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Ms. Begley joins Rolls-Royce from BMW UK where she served as general manager of product and internal communications since 2019. She replaces Richard Carter, the company's longest-serving board director, who is leaving the company after 14 years to pursue alternative business interests.

"I am delighted to welcome Emma Begley to the Rolls-Royce Motor Cars board of directors," said Torsten Müller-tvs, CEO of Rolls-Royce, in a statement. "Her exceptional experience and proven track record will be invaluable, particularly as we continue to share the story of our bright, bold electric future."

### Strong future

In her role at BMW, she was responsible for external communications for the BMW Group and its products, as well as coordinating and delivering internal communications within the National Sales Company.



*Rolls-Royce aims to provide the highest luxury experience to each of its guests. Image credit: Rolls-Royce*

She first joined BMW Group in 2014, working at the company's headquarters in Munich where she was the spokesperson for the member of the BMW AG Management Board responsible for customers, brands and sales.

Ms. Begley began her career at BBC before moving to Germany in 2002 to pursue a freelance career as a journalist and translator. She will be based at Rolls-Royce's headquarters at Goodwood.

Rolls-Royce recently celebrated the one-year anniversary of opening its flagship showroom in Mayfair, London by examining 12 months of events, experiences and milestones.

Since opening the doors of its new flagship, the brand has aimed to provide bespoke experiences for new and returning customers, media personnel, friend and more through various exclusive events. Rolls-Royce continues to focus on cultivating hyper-personalized and close relationships with its clients through high-touch encounters and memorable experiences ([see story](#)).

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