

AUTOMOTIVE

Aston Martin Lagonda picks McLaren's Tony Joseph to lead Americas expansion

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Tony Joseph. Image courtesy of Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin Lagonda has named Tony Joseph as its new regional president for the Americas as part of a more aggressive push into this hemisphere.

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Mr. Joseph most recently wrapped a 13-year tenure as president of British sports carmaker McLaren Group North America. The appointment follows the relocation of Aston Martin The Americas to New York as its regional headquarters.

"With his track record in the luxury sector and strong reputation and experience across the dealer network, I am delighted to welcome Tony to lead our next phase of growth in the Americas," said Amedeo Felisa, CEO of **Aston Martin**, in a statement. "He joins at an exciting and transformative time for Aston Martin The Americas."

Aston Martin has had a turbulent few years with losses and debts. The new owners are looking to steer the storied marque in the right direction, targeting a younger affluent audience for Aston Martin's cars and SUVs.

Gunning for growth

Mr. Joseph has built a decades-long career in the automotive leadership and dealer networking space since graduating from Western Michigan University.

Under his leadership at **McLaren**, the company saw major increases of its revenue and dealer network, with North America accounting for 40 percent of its global revenue.

The executive also spent six years as sales director of Italian-owned Ferrari North America, as well as serving a stint at the senior level within the dealer network at German sports carmaker Porsche.

Following its relocation to New York, Aston Martin the Americas will open a new "experience center" in Midtown Manhattan. Part of Mr. Joseph's new role as president will be to lead its opening.

Mr. Joseph undertook a similar expansion of McLaren's U.S. operations, including its relocation to Dallas, TX.

"I am delighted to be joining Aston Martin at an immensely exciting time for the brand," Mr. Joseph said in a

statement.

"With a clear strategy, thrilling new products and unrivaled affinity amongst luxury customers, I believe there is huge growth potential in the Americas for Aston Martin," he said.

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