

COMMERCE

Rolls-Royce Motors CEO readying for retirement in November

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Mr. Müller-tvs began his term in 2010. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** is bidding farewell to the second-longest-serving chief in company history.

After 13 years with the organization, Torsten Müller-tvs is retiring as the CEO on Nov. 30, 2023. Chris Brownridge, the current CEO of BMW UK, will take his place.

"Leading Rolls-Royce for almost 14 years has been the greatest privilege and pleasure of my professional life," said Mr. Müller-tvs, in a statement.

"To have grown the company and its world-class people to the position it is in today, at the pinnacle of the luxury industry, has been a remarkable adventure," he said. "I am proud of the role my exceptional team and I have played in contributing significantly to the U.K. economy and to the global recognition of Britain's ability to produce the world's best luxury products.

"I believe the company is ready to embrace the future with all its opportunities."

Gearing to go

Mr. Müller-tvs began his employment with the automaker in 2010.

His term is only shorter than that of Claude Johnson, who brought brand founders Charles Rolls and Henry Royce together in 1904 to form the company, serving as its CEO until 1926.

A close friend of Mr. Rolls, Mr. Johnson was colloquially known as "the hyphen in Rolls-Royce" due to his contributions to the company.

Modern-day, and in the spirit of Mr. Johnson's leadership style, Mr. Müller-tvs would go on to implement transformational changes at Rolls-Royce during his time at its helm.



Popular drops like the Black Badge Ghost have been released under the longtime CEO's leadership. Image credit: Rolls-Royce

During the departing CEO's term, annual units sold at Rolls-Royce have risen to more than 6,000 cars as of 2022, a significant jump from 2009's figure of about 1,000, according to the brand.

In Mr. Miller-tvs's starting year as CEO, the average price for the brand's vehicles was 250,000 euros, and the typical client was 56 years old.

In 2023, that price has doubled to 500,000 euros, with the average customer age customers age down to 43.

When he began in his role, Rolls-Royce built two models, Phantom and Ghost. Since then, Wraith, Dawn, and Cullinan have all been introduced, the latter becoming the company's first SUV under Mr. Miller-tvs's tenure.

Spectre was also announced in 2023, signaling a transition to a fully electric portfolio by 2030's end ([see story](#)).

Private Office boutiques and the Whispers app, a digital members club for Goodwood-era Rolls-Royce owners, have also been presented under his leadership.



Incoming CEO Mr. Brownridge has been the chief executive officer of BMW UK since 2021. Image credit: Rolls-Royce

Incoming CEO Mr. Brownridge has been the chief executive officer of BMW UK since 2021 but has remained with the BMW Group since 1995.

Before his current position, he served on the BMW UK board in various roles since 2011, including that of sales director.

"To be invited to lead this great British brand, at such a pivotal moment in its long and remarkable story, is an extraordinary privilege," said Mr. Brownridge, in a statement.

"Rolls-Royce is one of the world's most recognized, desirable and influential brands, and I'm keenly aware of the enormous affection and esteem in which it's held," he said. "It's a tribute to its magnificent products, the close relationships it maintains with its clients and, above all, to the exceptional team I'm about to join.

"I'm also conscious of the incredible heritage of which we are the proud custodians, and that everything we do builds on and adds to that unique legacy."