ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW PRESIDENT FOR NORTH AMERICA

Friday 25 October 2024, Goodwood, West Sussex

* Jon Colbeth to succeed Martin Fritsches as President of Rolls-Royce Motor Cars North America
* Colbeth, currently Rolls-Royce Motor Cars Global Head of Ownership Services, assumes the role from 1 January 2025
* Colbeth brings more than six years’ experience with the Rolls-Royce marque
* Fritsches moves to new position inside the BMW Group after six years at the helm of The Americas region

*“I am delighted to welcome Jon Colbeth to his new role as President of Rolls-Royce Motor Cars North America. Jon’s intimate knowledge of the Rolls-Royce marque and our clients’ needs, combined with his exceptional track record, make him ideally suited to lead our largest global market. We thank Martin for his outstanding contribution to Rolls-Royce’s success in The Americas. His leadership has been instrumental in strengthening our position in this crucial market, and we wish him continued success in his new role within the BMW Group.”*

**Julian Jenkins, Director of Sales & Brand, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has announced that Jon Colbeth has been appointed President, Rolls-Royce Motor Cars North America from 1 January 2025.

Jon was born and raised in North America and joined BMW Group in 2007. Since then, he has held various leadership positions across Parts Logistics and Ownership Services. In 2015, he took on his first international assignment as Aftersales Director of Northern Europe, based in Stockholm, Sweden.

In 2018 he joined Rolls-Royce Motor Cars in Goodwood, England, as Global Head of Ownership Services, responsible for all aspects of the post-purchase client journey. During his tenure at Goodwood, Jon established strong personal relationships with dealer partners and valued clients worldwide.

He has transformed the global ownership experience through several initiatives, including establishing a new state-of-the-art parts distribution network that ensures seamless service support for clients worldwide. He also pioneered the marque’s first-ever extended ownership programme.

Jon also expanded the marque’s accessory business, further strengthening the bond between the world’s leading luxury brand and its exclusive clientele.

Jon Colbeth replaces Martin Fritsches, who will depart Rolls-Royce Motor Cars North America to take up a new position within the BMW Group. Prior to Rolls-Royce, Martin held a number of BMW Group senior positions around the world. Under his six-year stewardship, Rolls-Royce North America has seen consistent growth and value creation in the region, cementing its position as the largest market globally for Rolls-Royce Motor Cars.

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## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99%3A-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirmed that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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