ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW REGIONAL DIRECTOR MIDDLE EAST & AFRICA

Friday 1 November 2024, Goodwood, West Sussex

* James Crichton takes up position as Regional Director Middle East & Africa
* Crichton has been with Rolls-Royce Motor Cars for more than 14 years, serving as General Manager, Global Sales Operations at Goodwood the last six years
* He assumes his new role from 1 November and will be based at the regional office in Dubai

*“I am delighted to welcome James Crichton to his new role as Regional Director Middle East & Africa. James has more than 14 years of experience with Rolls-Royce Motor Cars and has held several leading positions in the company during this time. This latest move to Dubai reunites him with the regional office he was asked to establish in 2011. Middle East & Africa is a hugely important region for our business, and I wish James continued success in his role leading the excellent team which serves the region.”*

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

Rolls-Royce Motor Cars has announced that James Crichton will take up the role of Regional Director Middle East & Africa from 1 November 2024.

James has held a variety of senior roles at Rolls-Royce Motor Cars since 2010. For the last six years, he has worked as General Manager, Global Sales Operations, based at the Home of Rolls-Royce, and prior to this he was Regional Director, Europe & Central Asia.

Born in South Africa, James joined BMW Group in 1999 as a National Sales Manager at the Johannesburg office. For a short time, he was based in Munich before moving to Dubai in 2007 where he was Sales and Marketing Director for BMW and MINI. In 2011, he established the Rolls-Royce Motor Cars regional office in Dubai, before moving to the UK in 2012.

The Middle East & Africa is a strategically important region for Rolls-Royce Motor Cars; it is home to the first Rolls-Royce Private Office established outside Goodwood and the source of many of the company’s most elaborate and extensive Bespoke commissions. James is excited to be returning to the region and taking on the leadership of the strong and successful team based there. He succeeds César Habib, who has left the company to pursue alternative business interests.

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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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