



## David Simpson appointed as General Manager of Porsche Centre Melbourne

**09/01/2024** Porsche Centre Melbourne proudly announces the appointment of David Simpson as their new General Manager, bringing a wealth of expertise and experience in the luxury automotive industry. David's relocation from Sydney to Melbourne marks a significant milestone as he steps into this pivotal role within the prestigious Porsche brand.

With a distinguished career spanning over a decade in the luxury automotive sector, David Simpson joins Porsche Centre Melbourne after holding various positions at Bentley Motors Ltd. His journey commenced in 2009 at Bentley Motors Ltd, where he held integral roles across diverse segments of the sales and marketing functions within the company's headquarters in Crewe, England.

David's global outlook and extensive experience led him to work in markets across China, the Middle East and the Asia Pacific region. Notably, in 2013, he established Bentley Motors Ltd's Asia Pacific regional office, overseeing sales across Southeast Asia, Taiwan, Australia, and New Zealand, showcasing

his adeptness in managing diverse markets. Subsequently, David was instrumental in establishing the Australia and New Zealand office in Sydney in 2017, where he contributed significantly to expanding the network and enhancing the brand's presence until 2023.

After his tenure at Bentley, David established his consultancy business, specialising in strategic initiatives within the luxury electric vehicle space. His dynamic vision and strategic insights in this expanding sector further underscore his forward-thinking approach, aligning wonderfully with Porsche's future direction.

Expressing his enthusiasm for this new chapter, the new General Manager remarked, "I am very excited to be starting my journey with Porsche, an incredible brand I've always admired. For almost ten years, I've been lucky enough to work with Retail partners in Melbourne, and I am looking forward to now calling this incredible city home". "The history and significance of Porsche Centre Melbourne within the Porsche brand is unparalleled. As a pivotal flagship location, it encapsulates a wealth of brand heritage and I am optimistic about the bright future that lies ahead."

Porsche Centre Melbourne is currently operating from the Porsche Sales Haus in Port Melbourne as the Collingwood location undergoes extensive renovations to become the future Destination Porsche. While the Sales Haus serves as a Retail Sales site, Service and Parts remain fully operational from the Collingwood location. This strategic transition aligns with Porsche's commitment to innovation and customer-centric experiences, coinciding with the much-anticipated launch of the all-electric Porsche Macan. The transformation reflects Porsche's dedication to embracing an electrifying future, introducing cutting-edge electric vehicles and redefining exceptional automotive experiences.

David Simpson's appointment as General Manager of Porsche Centre Melbourne heralds an exciting era of leadership, innovation, and growth, positioning the showroom at the forefront of Porsche's vision for the future of luxury automotive experiences. David will officially assume his role as General Manager of Porsche Centre Melbourne on Monday, January 22, 2024.

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