

## Martina Biene takes up position at VW HQ in Germany

After less than two years in South Africa, Martina Biene, head of the Volkswagen Brand, will be moving back to Germany for a new position at the Volkswagen headquarters in Wolfsburg.



Martina Biene

Source: <https://motorpress.co.za>

As from 1 September 2020, Biene will take up a position as Head of G1 Baureihe (Product Management of A0 cars) reporting to the recently appointed Volkswagen Brand CEO, Ralf Brandstätter.

“Martina’s appointment is testimony to her talent and skill and whilst we are disappointed that she is leaving us, we wish her everything of the best for the next chapter in her career,” said Mike Glendinning, sales and marketing director for Volkswagen Group South Africa.

Biene took over responsibility for the Volkswagen Brand in South Africa on 1 October 2018. During her tenure, she has

embraced the South African culture and integrated into local society, which has enabled her to understand the local automotive market. In 2019, Volkswagen's market share in the passenger car market was a record 20.4%, the highest since 1996.

"Martina's stewardship of the Volkswagen Brand during her relatively short tenure has been excellent. She has made a positive impact with regard to strategy development especially on topics like digitalization, connectivity and other future orientated aspects of our business," added Glendinning.

Further details about Biene's successor will be communicated once confirmed.

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