

Chrysler, Fiat appoint new SA media relations manager

Following a two-and-a-half year assignment at Chrysler International in Stuttgart Germany, Richard Sloman has returned to Chrysler South Africa and Fiat Group Automobiles South Africa as media relations manager.



In addition the role of product and pricing manager for the Europe Middle East Africa (EMEA) region, Sloman was also responsible for overseeing the public relations operations in the EMEA countries and assisted with the transition of the Stuttgart office to Fiat's headquarters in Turin, Italy.

Sloman has taken over responsibility for all media relations for the Chrysler Group vehicles as well as those of the Fiat Group locally from Cleona Sacks, who has returned to her previous role as events and promotions manager.

Raising the media profile

"It's really great to be back in South Africa and I am excited to be able to apply the knowledge and skills gained in the international business arena to the local market. Additionally, I am looking forward to the challenge of raising the media profile, whilst concurrently focusing on the integration of the diverse brands available in our newly combined product portfolio locally," said Sloman.

Guy Franken, head of marketing and corporate affairs for the group, added: "Richard's return marks the completion of the joint Chrysler South Africa and Fiat Group South Africa marketing and communications team. It also enhances the numerous synergies between the two companies that now represent Chrysler, Jeep, Dodge, Fiat and Alfa Romeo car brands, as well as the SRT and Abarth performance brands. Furthermore, the merger of Chrysler and Fiat makes us the second largest independent importer in South Africa."

The operations of Chrysler South Africa and Fiat Group Automobiles South Africa, under the management of CEO/MD Trent Barcroft, will be consolidated in a new office campus in Midrand from November 2012.