

VW executive returns to head Bentley and Bugatti

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By dpa

Volkswagen senior executive Wolfgang Duerheimer is returning to head the Bentley and Bugatti luxury brands after a sojourn at premium subsidiary Audi.

Duerheimer, 55, succeeds Wolfgang Schreiber, who is taking up a leading position within the Volkswagen Group, said Bentley in a press statement. At Audi, Duerheimer was responsible for technical development.

Neither Bentley nor Bugatti score high unit numbers in sales, but together they boost VW's prestige. Many innovations tried out in the high-end cars trickle down to cheaper brands and models.

Under Schreiber's aegis, Bentley set new records in terms of shipments, sales and profit last year.

Bentley shipped 10,120 vehicles, 19 per cent more than in 2012.

Sales grew by 16% to 1.68 billion euros (US\$2.3 billion dollars). Profit rose by 67% to 167.7 million euros.

In the first quarter of 2014, Bentley boosted deliveries by a further 17%.

Wolfgang Duerheimer holds a degree in engineering and started his career in 1986 with BMW.

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