

Nissan, Toyota and CDK Global confirmed as headline sponsors for Autocar's Great British Women in the Car Industry – Rising Stars 2019

Submitted by: Performance Communications

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This year's Great British Women in the Car Industry – Rising Stars initiative, in partnership with the SMMT, recognises rising stars in the automotive world across a range of categories Peugeot and Volkswagen Group also supporting the initiative

To attend the ticket-only afternoon event, contact autocar.events@haymarket.com

For more information, visit: <https://www.autocar.co.uk/greatbritishwomen/2019>

This year's Autocar's Great British Women in the Car Industry – Rising Stars initiative, in partnership with the Society of Motor Manufacturers and Traders (SMMT), will be sponsored by Nissan, Toyota and CDK Global.

The event, to be held in London on 19 June, recognises the achievements of women working in a range of automotive fields including sales, marketing, manufacturing and vehicle development.

Toyota, which returns as a sponsor this year, is working to increase the representation of women in their business. Over the past 12 months, women have made up 54% of all external appointments to Toyota plc, the sales and marketing company for Toyota and Lexus products in the UK.

Since 2016, Toyota has been part of the Automotive 30% Club, pledging for women to make up 30% of key leadership positions in the business by 2023, and 25% of senior executive roles within the next five years.

Toyota (GB) plc president and managing director Paul Van der Burgh said: "We're hugely proud to be supporters of Autocar's Great British Women Awards. Highlighting some of the best female talent in the UK's automotive industry is a vital part of this initiative, of course, but in doing so we are also sending a message to the brightest and best young women out there that this exciting and evolving industry is the place to be.

"Diversity matters not only because it is right, but also because it is business-critical to our future. I'm proud that more than half of all external appointments to Toyota (GB) plc in the past 12 months have been women, and that through our strong support of the Automotive 30% Club, Toyota has been at the forefront of opening doors for women taking leadership opportunities in this industry."

Nissan also returns as a sponsor this year. The car maker has taken part in a range of initiatives to open doors for women in the automotive industry. Through award-winning school projects such as the Girls in Monozukuri, Manufacturing and Engineering programme, to participation in the Women in Science and Engineering programme, Nissan is encouraging female progression across a range of key industry sectors.

Nissan Europe's talent management director, Adrienn Toussaint, said: "We're delighted to be supporting Autocar in these fantastic, celebratory awards for a second year running. With over 8000 Nissan employees across the UK, we're immensely proud to play a part in helping to nurture and grow

talent in all areas of the automotive industry.

“Through our Nissan Skills Foundation at NMUK, we’re encouraging more and more young females to think about their future with us and, across all of our UK entities, we continue to harness and promote talented women across the business.”

Technology firm CDK Global features as a sponsor for the first time this year. As a leading provider of IT and digital marketing solutions to the automotive retail industry, CDK Global provides integrated technology to automotive dealers around the globe.

Neil Packham, CEO of CDK Global, said: “The automotive industry is in a period of massive disruption. Car manufacturers and dealers are thinking differently about what products and services they provide to meet changing consumer expectations and requirements. Technology platforms will enable these changes in our industry.

“It is a very exciting time with huge opportunities, but to ensure we are well-positioned to continue to innovate and grow, we need to continue to attract the best talent. We are proud to be a part of celebrating the best women in the industry and the rising stars who are going to build a bright future.”

Peugeot is supporting the initiative with a session led by brand ambassador Judy Murray, while the Volkswagen Group is sponsoring the New Mobility & Digital Solutions category.

The shortlisted winners will be revealed at a ceremony in central London on Wednesday 19 June. The afternoon event will run from 1.30pm to 5.30pm and feature presentations from key industry figures including Laura Schwab, Aston Martin’s president of the Americas.

Space for the event is strictly limited, with priority given to winners and past winners. However, a limited number of tickets will be available. Anyone interested in attending the event should contact Autocar at autocar.events@haymarket.com.

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Notes to Editor

For full information on Autocar’s 2019 Great British Women, please visit <https://www.autocar.co.uk/greatbritishwomen/2019>

About Autocar

Autocar was founded in 1895 and is the essential news, reviews, entertainment and reference title for car buyers and enthusiasts everywhere.

It specialises in revealing the secrets of new cars, while its famous road tests are used by the industry and consumers alike as the authoritative benchmark.

Autocar's readers are recognised as the most influential in the UK. The knowledge they glean from the magazine and pass on leads to thousands of car purchases a year.

Autocar has nine editions worldwide, and its fast-growing website means Autocar now has 1.3 million readers a month, viewing 11.4 million pages.

Meanwhile, Autocar's YouTube channel has become the most authoritative motoring video site in the world, garnering more than 250 million views and over 650,000 subscribers.

To read the latest news and reviews, visit: www.autocar.co.uk

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