



## **BMW Group welcomes new marketing manager for ALPHERA Financial Services**

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BMW Group's award-winning independent motor finance provider, ALPHERA Financial Services, has appointed Gerry Kouris to the role of marketing manager.

Previously at Fiat Group UK (capital goods division), Kouris brings a wealth of industry experience and management expertise having successfully undertaken roles in sales, product marketing, dealer training and strategic joint ventures. He takes on lead responsibility for all of Alphera's dealer and media marketing strategy in the UK, as well as the marketing for Rolls-Royce Motor Cars Financial Services and Aston Martin Financial Services.

As well as setting the communications strategy and providing frontline marketing support for Alphera's national sales team, Kouris is leading a revolutionary brand new thought leadership initiative to support Alphera's 10<sup>th</sup> anniversary in the UK. Culminating in an invitation-only gala event at the end of the year, the campaign will also deliver a high-profile thought leadership report into 'Financing the Car of the Future'.

Harvard-educated Kouris, who has a BSc from University of London, a MSc from Warwick Business School in marketing and a MSc from King's College London in accounting and finance, comments: "I'm delighted to have joined the team at BMW Group Financial Services in what is such a pivotal year for the Alphera brand in the UK. It is important that we build on the success of the past decade and the 'Financing the Car of the Future' project is such an exciting, pioneering initiative to help shape the future of the automotive finance industry.

"We operate in a highly dynamic and fast-paced industry where influential factors such as technology, compliance, customer trends and macroeconomics determine the performance and expectations. With the thought leadership project, we aim to



challenge ourselves and our industry partners to look into the future and act proactively. The aim should always be to provide innovative and sustainable solutions for the end customer.”

Director at ALPHERA Financial Services UK, Spencer Halil, adds: “We’re thrilled to welcome Gerry on board and look forward to an incredibly successful year. Gerry brings with him a strong automotive background and a wealth of commercial and marketing expertise, which we feel will complement our plans for the development of the business over the coming years.”

ALPHERA Financial Services UK is celebrating its 10<sup>th</sup> anniversary in 2016 with a programme of high profile partner activities. Culminating in an invitation-only gala event at the end of 2016, the year will see Alphera deliver bespoke industry research, speak at renowned conferences and distribute engaging video and social media content – all as part of its commitment to further share and develop best practice with its dealer and broker partners.

**ENDS.**

**For additional information or images, please contact Aimee Postle or Dan Hemming at Prova PR on 01926 776 900 or [alphera@provapr.co.uk](mailto:alphera@provapr.co.uk)**

**Notes to editors:**

**About ALPHERA Financial Services**

- Part of the BMW Group, the multiple award-winning ALPHERA Financial Services is based in Farnborough, Hampshire, and celebrates its 10<sup>th</sup> anniversary in the UK market in 2016.
- Founded on a customer-centric culture of innovation and a suite of market-leading commercial and consumer finance products, Alphera UK has grown consistently year-on-year and now supports in excess of 1,300 broker, franchise and independent partners for all marques (outside of BMW and MINI).



- Taking a lead in the premium space, Alphera is the captive finance provider for Rolls-Royce Motor Cars Financial Services and Aston Martin Financial Services, as well as being the official partner for the Tesla stores in the UK.
- Worldwide, Alphera provides innovative vehicle finance solutions in more than 25 countries, including the USA, South Africa, Australia and Germany.
- [www.alphera.co.uk/10-years-alphera/](http://www.alphera.co.uk/10-years-alphera/) / E: [info@alphera.co.uk](mailto:info@alphera.co.uk) / T: 0370 505 0137 / @AlpheraFS