



## **Esmee Hawkey confirms Brand Ambassador Role for Porsche Centre South London**

Racing superstar, Esmee Hawkey has taken on a new role. The 19-year-old from Chislehurst will be representing the new Porsche Centre in South London as a brand ambassador. The cooperation is initially signed for one year and involves a communications and brand awareness campaign.

Esmee is already very familiar with the Porsche brand having raced a Cayman GT4 for the past two years. This year sees Esmee step up to the Porsche Carrera Cup GB championship racing the 911 GT3 Cup car.

In addition to progressing through the Porsche motorsport ranks, Hawkey has achieved other successes with the Stuttgart-based manufacturer. In September 2017, Hawkey took victory in class C4 at the Brighton Speed Trials in an unmodified four-wheel drive 911 Turbo S.

"Esmee is an exceptional talent. She combines top performance in her sports cars with elegance and precision. These are precisely the qualities that made Esmee the perfect choice to represent Porsche Centre South London" comments Chris Butler who is the Centre Principal at South London.

Of the partnership Esmee says "It is an absolute honour for me to be chosen to represent such an amazing new Porsche Centre. The facilities at Porsche Centre South London are state of the art and amazing. As part of my role, I will also get the benefit of driving one of their Porsche road cars, as well as my race car!"

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#### Porsche in the UK

There are currently 38 Porsche Centres in the GB and Ireland network, with additional Centres planned in Perth and Isle of Man and due to open in April 2018.

The first Porsche was sold in the UK in 1954, by Archibald Frazer Nash from premises at Falcon Works, London Road in Isleworth Middlesex. Two years later, AFN - as the company was titled - became the sole UK concessionaire for Porsche until 1965 when Porsche Cars Great Britain Limited was formed.

Porsche Cars Great Britain Limited is the sole UK and Ireland importer of Porsche cars and is wholly owned by Porsche AG in Stuttgart. The UK and Ireland are the fourth largest market for Porsche in the world.

Founded in 1969 by Nicholas and Ronald Lancaster, the Jardine Motors Group originated as a family-run dealership in East Anglia. At the outset, the group represented just four motoring marques: Ferrari, Mercedes-Benz, Porsche and Volvo. Jardine Motors have also acquired a flagship dealership, McLaren London, located in the luxurious area of 1 Hyde Park, Knightsbridge. In 2013, Jardine Motors Group majorly invested in the refurbishment and development of a number of dealerships within the group. These included; Ferrari & Maserati Colchester, Toyota Colchester and Milton Keynes Audi. The group is committed to maintaining a high standard and share the Jardine Matheson ethos of constant evolution.

