

Holden confirms NZ chief to lead local marketing after Harland exits





Harland joined the automotive company in 2016. During his tenure, he's credited with striking relationships with Surf Life Saving Australia and Mardi Gras and oversaw Holden's naming rights sponsorship of the NRL Holden State of Origin and inaugural NRL Holden Women's Premiership league.

"Mark brought a fresh perspective to Holden during a different period of transition," said Holden chairman and MD, Mark Benhard, in a statement. "We thank hir for his passion and wish him well on his future endeavours."

Aquilina has been with the General Motors group for more than 20 years, working across sales, marketing, product management and government are government and government and government are government and government and government and government are government.

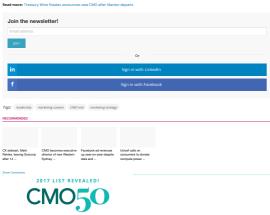


Bernhard also stressed the group's belief that sales were going to improve. "We're passionate about our future and confident that our sales will improve. Marketing is a key part to ensuring this," he said.

"Plus with our extensive SUV offering and Colorado, we've got exceptional products in all the right segments. I'm juthey are the best we've ever had. My job is to bring people on the journey with us."

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