

## **Silk-FAW, Katia Bassi appointed Managing Director**

*The manager has been Chief Marketing & Communication Officer and member of Lamborghini's board of directors. Now Bassi will lead Silk-FAW in Italy.*

Reggio Emilia, 1 September 2021 - Silk FAW, the company born from the joint venture between Silk EV and FAW, announced today the appointment of Katia Bassi as Managing Director and member of the executive team. The manager's main responsibilities will be to define business strategies, lead global operations and create synergies in key markets for Silk FAW.

For the past four years, Bassi has served as Chief Marketing & Communication Officer and as a member of Lamborghini's board of directors. Previously, she held leadership positions at the National Basketball Association (NBA), FC Internazionale Milano and Ferrari. In addition, she was Vice President of Aston Martin and Managing Director of AM Brands.

Bassi was recently named one of the 100 most successful Italian women by Forbes Italy. A graduate in Political Science from the University of Milan and in Law from the University of Pavia, Bassi holds a postgraduate degree in Digital Marketing and Analytics from MIT in Boston.

"We are delighted to welcome Katia," said Jonathan Krane, President of Silk FAW. "Her in-depth knowledge of the super sports car segment and the needs and goals of our customers will be instrumental in accelerating the Company's growth path globally. Katia's dynamic and collaborative leadership will help create an inclusive culture where people can work at their best."

"Katia has a track record of success, the right approach and the skills to lead our company while protecting all stakeholders in the best possible way." Krane concluded.

As announced in May 2021, Silk FAW will build a manufacturing and innovation centre in Reggio Emilia that will employ over 1,000 people in the coming years. As Managing Director, Bassi's role will also be to create a multicultural, visionary environment based on cutting-edge technology.

Katia Bassi said: "I am thrilled to be part of a company that has a profoundly future-oriented approach in its DNA. With an open mind and a strong desire to build something important, we are creating a highly stimulating and inclusive workplace where our team of professionals will design innovative solutions in the automotive sector. Silk FAW represents the best combination of Italian and Chinese expertise, and thanks to global resources we can offer a sustainable future through our sporty and electrified hypercars".

### **About Silk-FAW**

Silk-FAW is a joint venture (JV) between international automotive engineering and design company, Silk EV, and one of China's largest automotive manufacturers, First Automobile Works (FAW). Silk-FAW was formed to develop a series of ultra-luxury, high-performance, new energy sports vehicles for China and the global markets. The JV is the first investment between China and Italy in the super premium and premium auto segments and marks a major milestone under the Belt & Road initiative for China, Italy and the global automotive industry. Silk-FAW plans to launch the new fully electric and hybrid luxury models under the Hongqi 'S' series, which is well-positioned to capture the opportunities in the fastest-growing auto segments in the China and international markets.

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