**Dirk Heilmann, CEO, INEOS Automotive**

**Media Biography**

Dirk Heilmann is the CEO of INEOS Automotive and responsible for creating and leading the business and organisation that is bringing the all-new Grenadier to the world. A highly respected engineer, Dirk has worked at INEOS for 20 years, and was formerly its Head of Engineering and Technology. In that time he managed several large-scale international technology programmes and oversaw large teams delivering complex, ground-breaking activities.

Excited to be at the helm of this new venture, Dirk brings to the table his expertise in engineering projects, along with a passion for manufacturing an all-new highly capable and modern utilitarian 4x4 that honours the spirit of simplicity and adventure.

Dirk has a long-standing affinity with cars and vehicles of all types, though true off-roaders are his passion. He has traversed Fuerteventura in an old Jeep Wrangler, hopes to cross Canada from coast to coast, and looks forward to travelling to some of the most remote places on Earth with the Grenadier.

The challenge of creating a highly capable modern 4x4, available to own across the world, is a mission that the car enthusiast in him found irresistible.