

## Tanya de Kock new editor of *Automobil*

Tania de Kock is the new editor of [Automobil](#), replacing Tim Brink, who became editor of sister title *Ride* at the beginning of October 2012. With a long history in custom and business-to-business publishing, De Kock brings invaluable experience to the team.



Tania de Kock

She qualified as a language practitioner and spent several years as a translator and technical writer. She has been at the editorial helm of a broad range of custom and B2B titles, among them the Black Management Forum's African Leader, Picasso Headline's Global Trade, Namibian Top Companies and SA Livestock Breeding, which won a Pica for the ESG Green Pages for COP 17 and a variety of club magazines and award-winning cookbooks.

De Kock, who loves classic cars and says motoring is in her blood, is impatient to begin working on the Retail Motor Industry (RMI) publication, where she sees opportunities for growth.

"Having been exposed to a great variety of industries through custom publications, I have learned that audience engagement boils down to the efficient analysis of and response to a brand that you need to respect and understand. As a passionate motoring enthusiast and admirer of the men and women who deliver myriad services to the motoring public, I am delighted to join the magazine and the RamsayMedia team."

"She has a serious pair of shoes to fill. The magazine has just received a number of accolades in the SA Publication Forum Awards and we are hoping it will top that achievement in 2013. However, she has the passion, drive and expertise to do that and more. We have every confidence she's up to the challenge," said Robyn Daly, group editor of RamsayMedia Custom and B2B Publishing.

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