



Media Information
May 23th 2012

BMW Design under new leadership.



Karim Habib will take over as Head of BMW Design on 01.06.2012. The 42-year-old Lebanon-born Canadian has been in charge of Exterior Design BMW Automobiles since March 2011. He joined the BMW Group design team in 1998 and, among other achievements, shaped the design of the current BMW 7 Series.

Following his studies in Canada and California, Karim Habib had various posts in interior and exterior design before becoming Team Leader Advanced Design for the BMW Group and later heading the BMW Exterior Design department. Now the designer and engineer takes overall charge of the design of BMW cars.

"I feel very honoured and I look forward to this new challenge. Now I have the opportunity of working together with a great team to shape the future face of the BMW brand," says Karim Habib.

"Karim Habib is an outstanding designer who has had a significant impact on the design of the BMW brand over many years.

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His longstanding experience and subtle instinct for timely elegance and dynamics are the ideal prerequisites for this demanding task. I look forward very much to his support and collaboration," says Adrian van Hooydonk, Senior Vice President BMW Group Design.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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