

Media Information
25 January 2019

New direction in BMW Group sales regions

Munich. A core element of the BMW Group's corporate Strategy Number ONE > NEXT is to increase customer orientation and to focus on future technologies and growth opportunities in global markets. In line with this, the BMW Group is reorganising its sales regions across numerous growth markets.

Sales and marketing operations in Asia Pacific (excluding China), Eastern Europe (outside EU), the Middle East and Africa will be integrated into a single sales region.

Hendrik von Kuenheim will take responsibility for this new region on 1st February 2019 and further leverage the opportunities for growth in this dynamic set of countries. Mr. von Kuenheim is currently responsible for the sales and marketing in Eastern Europe, the Middle East and Africa.

Commenting on this new structure, Pieter Nota, member of the BMW AG Board of Management responsible for Sales and Brand BMW, said, "What these markets have in common is great growth potential. This reorganization will enhance collective market strength and ensure that, together with our partners in the region, we can fully capitalize on our exciting line-up of new products. Hendrik has extensive sales experience from various management roles with the BMW Group across all regions worldwide. He brings in-depth knowledge of the individual market dynamics, the customer requirements and capabilities of the respective teams in this region. A smooth transition and fast start are guaranteed."

If you have any queries, please contact:

Corporate Communications

Jochen Frey, Corporate and Culture Communications, HR
jochen.frey@bmw.de
Telephone: +49 89 382 41125

Emma Begley, Corporate and Culture Communications, Sales
emma.begley@bmwgroup.com
Telephone: +49 89 382 72200

Mathias Schmidt, Head of Corporate and Culture Communications
Mathias.M.Schmidt@bmw.de
Telephone: +49 89 382-24544

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89 382 41125

Internet:
www.bmwgroup.com

Media website: www.press.bmwgroup.com
Email: presse@bmwgroup.com

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based 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.

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