



Media Information

21 December 2010

BMW Group appoints Neil Fiorentinos as new Managing Director of BMW Group Asia.

Singapore. BMW AG, the world's leading premium car manufacturer headquartered in Munich, has appointed Neil Fiorentinos as the new Managing Director of BMW Group Asia. Fiorentinos takes over the position from Johannes Seibert, who will be taking up the position of Head of Marketing BMW Germany based in Munich.

Fiorentinos is the General Manager, Sales and Distribution, BMW South Africa. A South African, Fiorentinos received his Bachelor of Commerce from University of Cape Town. He first joined BMW South Africa in 1994 as a Business Management Consultant.

Announcing the change, Graeme Grieve, Vice President, BMW Group, Importer Markets, said: "We are pleased to appoint Fiorentinos as the new head of BMW Group Asia. Fiorentinos' 16 years of experience in a key emerging market such as South Africa will put him in good stead to take on this new challenge. I would also like to take this opportunity to thank Seibert for his great contribution during the two years. The impact he made in the region in a short span of time has led to BMW being segment leader in majority of the Southeast Asia and Pacific markets, and sales volumes in the region have not only recovered, but has exceeded pre-crisis level."

Under Seibert, BMW Group Asia has achieved rapid recovery in terms of sales volumes and market share in the region by strengthening the leadership of the BMW and MINI brands as well as the network infrastructure that goes with it. The MINI brand was also expanded into Philippines under his watch, and he saw through the establishment of the world's first M exclusive dealer in Singapore.

Fiorentinos will assume his Managing Director of BMW Group Asia responsibilities from 1 March 2011. Karen Lim, Finance Director of BMW Group Asia will be acting Managing Director in the interim from 1 January 2011.

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About BMW Group Asia

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Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues for 2009 totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.

Issued by:

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