



**Media Information**

For Immediate Release

17 June 2011

**BMW Group Asia appoints Sethipong Anutarasoti as new Corporate Affairs Director.**

**Singapore** – From 1 July 2011, Mr Sethipong Anutarasoti will take over as the Corporate Affairs Director at BMW Asia Pte Ltd in Singapore, the regional corporate office of the BMW Group in Asia.

Mr Anutarasoti takes over the position from Ms Erin Atan, who has since left the Group to join Rolls-Royce Group plc as their Head of Communications – Asia Pacific.

Announcing the change, Mr. Neil Fiorentinos, Managing Director of BMW Group Asia said, "We are pleased to appoint Sethipong as the new Corporate Affairs Director. With his extensive experience and understanding of the regional media and market dynamics, coupled with his passion for the brand, we are confident that his appointment will contribute to the maintaining of our position as the leading premium automobile brand in East Asia."

Mr. Anutarasoti has been with BMW AG for over seven years, and has served in various functions, including management, dealer development, sales, brand communications and corporate communications. He began his career with BMW as the General Manager of MINI Thailand before taking on a more global role as Marketing Manager – Brand Communications for BMW AG based out of Munich, Germany. He then returned to Thailand at the start of 2009 in a new role as Director of Corporate Communications for BMW Thailand.

On his new appointment, Mr. Anutarasoti said, "I am thrilled with this opportunity to join BMW Group Asia and look forward to driving the world's most exciting premium

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automotive brand to even greater heights in the region".

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**About BMW Group Asia**

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.

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