

**Media Information**

2 December 2013

## **Appointment of Mr. Sergio Solero as new Managing Director of BMW Group Asia.**

**Singapore.** Mr Sergio Solero will take up the post of Managing Director of BMW Group Asia, with effect from 1 January 2014.

Mr Sergio Solero (42) has been working with the BMW Group for 16 years. Prior to his new appointment as the Managing Director of BMW Group Asia, Mr Solero has served in various functions, in Italy and Spain, covering areas of sales and marketing, aftersales, as well as dealer development – with his last held position as the Sales Director of BMW Italy.

Mr Neil Fiorentinos, the current Managing Director of BMW Group Asia, will take on a new position as the Managing Director of BMW Group Nederland based in The Hague, The Netherlands.

Announcing the change, Mr. Graeme Grieve, Vice President, BMW Group, Importer Markets, said: “We are pleased to appoint Sergio Solero as the new Head of BMW Group Asia. His multidisciplinary background will put him in good stead to extend and to strengthen our footprints to serve our customers in the East Asia region. I would also like to take this opportunity to thank Neil Fiorentinos for his great contribution over the past three years.”

BMW Group Asia reported a total sale of 10,096 units of BMW and MINI vehicles in 2012. As of November 2013, the East Asia region comprises of 13 markets, including; Singapore, Indonesia, Vietnam, Philippines, Sri Lanka, Brunei, Bangladesh, Guam, Mongolia, New Caledonia, Tahiti, Cambodia and Laos.

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## **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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