

Media Information

08 April 2016

**BMW Group Asia appoints Preeti Gupta as new
Corporate Affairs Director.**

Singapore. BMW Group Asia has appointed Ms. Preeti Gupta as Director of Corporate Affairs for BMW Group Asia, effective 11 April 2016. Ms. Gupta succeeds Mr. Sethipong Anutarasoti.

Mr. Sethipong Anutarasoti has taken on a new position as General Manager Marketing of BMW Thailand.

Ms. Gupta brings with her more than 15 years of experience in corporate communications from the United States, India and Southeast Asia. Prior to her appointment at BMW Group Asia, Ms. Gupta was a Senior Consultant at Text100, a leading integrated communications consultancy with an illustrious clientele including: Adobe, American Express, DBS, DHL, Lenovo, Maserati and Microsoft. Some of Ms. Gupta's expertise include multi-market project management, senior executive relations, and integrated content development. She has also consulted to BMW Group Asia and BMW India previously.

We wish Mr. Sethipong Anutarasoti and Ms. Preeti Gupta every success in their new roles.

- END -

The BMW Group

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

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>
Google+: <http://googleplus.bmwgroup.com>

Issued by:

BMW Group Asia

Corporate Affairs Department

Daniel Chan

Tel: +65 6838 9639; Fax: +65 6838 9611

Email: Daniel.chan@bmwasia.com

Media Website: www.press.bmwgroup.com