

Media Information

27 March 2017

Appointment of Mr. Paul de Courtois as new Managing Director of BMW Group Asia.

Singapore. Mr. Paul de Courtois will take up the post of Managing Director of BMW Group Asia, with effect from 1 May 2017. Prior to his new appointment as the Managing Director of BMW Group Asia, Mr. de Courtois served as the Director General of BMW Group Poland for the last four years.

Mr. de Courtois (44) has been working with the BMW Group since 1997 and started his career at BMW Group France in the Sales department. He then worked at BMW Group headquarters in Munich, Germany as Regional Director responsible for importers from Africa and the Caribbean. From 2011-2013, he successfully held the position of Chief Executive of BMW Group Hungary before joining BMW Group Poland.

Mr. Axel Pannes joined BMW Group Asia as Managing Director in November 2014. His efforts have significantly contributed to the growth and success of both the BMW and MINI brands in the BMW Group Asia markets.

Announcing the change, Dr. Ian Robertson, Member of the Board of Management of BMW AG, Sales and Brand BMW, Aftersales BMW Group said: “We are pleased to appoint Paul de Courtois as the new Managing Director of BMW Group Asia. His experience in leading various National Sales Companies and importer markets globally will definitely help further grow and strengthen our existing presence in East Asia.

I would also like to take this opportunity to thank Axel Pannes for his great contribution over the past few years. In addition to growing the business, under his leadership we have also strengthened our relationships with dealers in the region. His personal focus on people development has also resulted in an increased number of local talent achieving international roles, something we aim to continue in this market.”

BMW Group Asia comprises of 13 markets, including; Singapore, Indonesia, Vietnam, Philippines, Sri Lanka, Brunei, Bangladesh, Guam, New Caledonia, Tahiti, Cambodia, Laos, and Myanmar.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 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.

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