

Media Information

16 June 2021

Mr. Daren Ching returns to Singapore as Director of Marketing, BMW Asia.



Singapore. BMW Group Asia is pleased to announce that Mr. Daren Ching has been appointed the Director of Marketing, BMW Asia, with effect from 1 August 2021. Prior to his new appointment, Mr. Ching served as the Head of Marketing for BMW Group Indonesia, based in Jakarta, Indonesia.

“We are excited to welcome Daren back to Singapore into this exciting role,” said Mr. Christopher Wehner, Managing Director, BMW Group Asia. “Daren’s experience with BMW across multiple markets in the region, combined with his extensive professional network and his passion for digitalisation, makes him the perfect fit to lead our Marketing team during this exciting period.

“I would also like to take this opportunity to thank Ms. Brenda Pek for her contributions to the success of BMW Asia over the past three years and look forward to working with her in her new capacity as the Director of Sales for BMW Asia.”

Mr. Ching has been in the automotive industry since 1999 and began his career with BMW Malaysia in 2005 as a Product Manager. After five years, he joined BMW Asia in Singapore and held the position of Regional Product Manager for three years, and then Regional Sales Manager for six years, before relocating to Indonesia for his current role. Mr. Ching's successor in Indonesia will be announced in due course.

BMW Group Asia comprises 14 markets, including: Singapore, Indonesia, Vietnam, Philippines, Sri Lanka, Brunei, Bangladesh, Guam, New Caledonia, Nepal, Tahiti, Cambodia, Laos, and Myanmar.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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