

Media Information

13 June 2023

BMW Group Asia makes sweeping management changes.

Movements to drive business growth in the region while fostering career development.



From top left in clockwise direction: Mr. Lee Hwee Siong, Ms. Preeti Gupta, Mr. Daren Ching, Mr. Kidd Yam

SINGAPORE. BMW Group Asia today announced multiple management changes as the next step in its ongoing growth strategy in the region. Effective 1 July 2023, four members of the existing management team at BMW Group Asia in Singapore will take on new roles and responsibilities throughout the organization.

"In 2022, BMW appointed a second dealer in Singapore and began local production in Vietnam to support growing demand in the respective markets," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "We also increased sales volume at an unprecedented rate in Indonesia, emphasizing the need to rethink business processes, ensure higher business efficiencies, and provide increased attention on local development and growth.

In order to best support these business developments, we have made the bold decision to rotate roles and responsibilities within the existing management team effective 1 July 2023."

Following the start of local production in Vietnam, Mr. Lee Hwee Siong will be relocating to Vietnam to take the role of **HEAD OF BUSINESS DEVELOPMENT, VIETNAM**. Mr. Lee has been with BMW Group Asia since 1992 and brings with him extensive experience in Sales, Aftersales and most recently, Dealer Development. "There is a great deal of growth potential in the Vietnam market waiting to be unearthed. By building on his strong relationships with THACO, the authorized distributor of BMW, MINI and Motorrad in Vietnam, we believe Mr. Lee will bring the BMW Group brands to the next level in the market," said Mr. Nielsen.

His role as **SALES CHANNEL & NETWORK DEVELOPMENT DIRECTOR** will be taken over by Ms. Preeti Gupta, the current Director of Corporate Affairs. Ms. Gupta joined BMW Group Asia in 2016, and during this period she has developed a deep understanding of the BMW Group Asia business, its customers, and how they engage with our brands. Mr. Nielsen commented on the move, "We are reaching a turning point in our network strategy as we roll out the Retail.Next strategy, work towards a more sustainable dealer network, and look to modernize the customer journey. For this to be a success, we are placing increased focus on communication within our Dealer Network and to our customers. We believe Preeti's experience is exactly what we need as we look to stand out from the crowd."

Mr. Kidd Yam, current Head of MINI Asia, will take on the role of **CORPORATE AFFAIRS DIRECTOR**. Mr. Yam started his career with BMW Malaysia in 2010, holding a variety of roles in Product, Sales and Marketing before moving to Singapore in 2018 to take on his current role. With his experience with both the BMW and MINI brands, Mr. Yam is strongly poised to lead the communication efforts for the organization in the region. "His knowledge of BMW and MINI will be vital in the coming years as we launch the new MINI model family in 2024 and prepare for the coming of the Neue Klasse," said Mr. Nielsen.

Finally, after two years as Director of Marketing for BMW Asia, Mr. Daren Ching will take on the role of **HEAD OF MINI ASIA**. Mr. Ching has been with the organization since 2005 and has experience working in Sales and Marketing in several markets in the region, including Malaysia, Indonesia, and Singapore. "This is a great opportunity for Mr. Ching to leverage his experience in the region and help drive growth for the MINI brand as they prepare for the next chapter in their story," said Mr. Nielsen.

Mr. Ching's successor will be announced in due course.

CAREER GROWTH AND DEVELOPMENT

The four management moves are also a clear sign that business development goes hand-in-hand with people development. "Just as our business evolves and grows, our people must do the same," said Mr. Nielsen. "This is an opportunity for everyone to step out of their comfort zone, challenge themselves, and bring fresh perspectives to their roles and the business. Every organization needs this from time-to-time in order to stay one step ahead. I look forward to the great things to come from this team and the entire management team at BMW Group Asia."

-End-

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>