

Media Information

22 January 2025



Preeti Gupta returns as Corporate Affairs Director at BMW Group Asia.

Organization to overhaul corporate affairs strategy in light of evolving automotive industry and successful business development in the region.

Singapore. BMW Group Asia today announced the return of Ms Preeti Gupta to the position of Corporate Affairs Director, based in Singapore. Ms. Gupta (46) is currently the Director of Sales Channel and Network Development and has been in this role since June 2023.

"2024 was a surprisingly successful year for both BMW and MINI across the Group Asia region, despite ongoing market challenges," said Lars Nielsen, Managing Director, BMW Group Asia. "However, we're acutely aware that the automotive industry in our region will continue to evolve at a fast pace in 2025 and will bring with it new challenges. Whether it be new retail formats, market entrants, or the ever-changing media landscape, we need to address these head on.

"We firmly believe our corporate affairs strategy is essential to ensuring we keep a finger on the pulse of the market and stay one step ahead," continued Nielsen. "Preeti brings with her a successful 7-year tenure of leading our Corporate Affairs team and nearly two years of experience working closely with our Dealer Partners across the region to develop and improve our sales channels and retail network. We are confident she is best placed to take us through this next phase as we relook at who our industry stakeholders are in this new environment, rethink what we want to communicate and to which audiences, and determine how best to deliver these messages to our growing target audience."

During her time as Director of Sales Channel and Network Development, Preeti and her team successfully rolled-out the Retail.Next concept in 19 dealerships and service centers throughout the BMW Group Asia Region, worked closely with our team in Indonesia to lead expansion efforts and support future growth for both the BMW and MINI networks, and successfully led her team in the digital transformation of the business. During this period she continued her responsibilities as Sustainability Lead for the organization, driving CSR initiatives, communicating our ESG messages to key stakeholders and leading the Polaris Award initiative for BMW Group Asia Dealer Partners.

Preeti joined BMW Group Asia in April 2016 as Corporate Affairs Director. Prior to joining the organization, Preeti worked with various communications agencies in Singapore, India,

and the United States where she provided strategic consultancy to global B2B and B2C clients across a variety of industries, including technology, logistics, and automotive.

Lars Nielsen will assume interim responsibility for the Sales Channel and Network Development team until Preeti's successor is announced.

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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