

Media Information

2 December 2025

Mr. Rene Gerhard appointed new Managing Director, BMW Group Asia.



Singapore. Mr. Rene Gerhard will take up the position of Managing Director, BMW Group Asia, effective 1 February 2026. Prior to his new appointment, Mr. Gerhard served as President & CEO, BMW Group Thailand in Bangkok for nearly two years.

Mr. Gerhard has been working with the BMW Group since 2002 and gained extensive experience in both the BMW retail and wholesale businesses in Germany before moving to the Asia Pacific region in 2016 to take on the position of Director of Sales at BMW India. In 2019, Mr. Gerhard moved to Australia to lead BMW Sydney and MINI Garage as Dealer Principal for two years before taking on the position of Director of Sales and Dealer

Development, BMW Group Australia, where he led the brand to the number one position in the Australian premium automotive market. In 2024, Mr. Gerhard made a move to Southeast Asia to take on the role of President & CEO, BMW Group Thailand.

Mr. Lars Nielsen, the current Managing Director of BMW Group Asia, will relocate to Munich, Germany after spending the last 11 years leading Sales and Marketing in Thailand and the Middle East Region, before taking on the Managing Director role in Singapore in 2021. In Munich, Mr. Nielsen will take up the newly established role of Head of Sales Steering & Strategy for Region Asia Pacific, Eastern Europe, Middle East and Africa.

"I am extremely excited to welcome Rene Gerhard to Singapore, where he can leverage his extensive global sales experience, to lead the diverse and dynamic markets that make up the BMW Group Asia region," said Ms. Ritu Chandy, Senior Vice President Region Asia Pacific, Eastern Europe, Middle East and Africa, BMW Group. "Rene's extensive background includes sales roles in the BMW Group Niederlassung in Frankfurt and Berlin, and as Dealer Principal in Sydney, Australia for BMW and MINI. This experience gives him a deep understanding of dealership and importer operations, making him an asset to the region."

"I would also like to take this opportunity to thank Lars Nielsen for his leadership and commitment to developing the BMW Group Asia region during his tenure," continued Ritu Chandy. "Over the last four and a half years, he has made a strong impact on how and where we do business. Under his leadership, BMW secured the number one position in the premium market in Singapore and is leading the premium segment across the BMW Group Asia region. Lars also oversaw the start of local production in Vietnam and helped guide the BMW Group Indonesia team in expanding its footprint for both the BMW and MINI brands across the country."

BMW Group Asia comprises 14 markets, including Singapore, Indonesia, Vietnam, Philippines, Sri Lanka, Brunei, Bangladesh, Nepal, Guam, New Caledonia, 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 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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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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