

Media information

25 July 2022

New European Head of the MINI Brand

Ulrike von Mirbach becomes Head of the MINI brand for Europe

Munich. Ulrike von Mirbach has taken over as Head of the MINI brand for Europe on 1 July 2022. Previously, Ulrike von Mirbach was responsible for the BMW & MINI retail business as part of the "new sales model Europe" project as well as for the overall development of the new sales structures for MINI. In addition to her new role as Head of Brand MINI for Europe, she will also continue working in this role.

Her predecessor Pierre Jalady has taken over the responsibility for the MINI brand in the Asia-Pacific, Eastern Europe, Middle East, Africa region.

Ulrike von Mirbach has been working for the BMW Group for around 17 years. At the beginning of her career, she was responsible, among other things, for the marketing strategy of the BMW brand in the German market. From October 2015 until the end of 2020, she headed the marketing division of the MINI brand in Germany. On 1 January 2021, she took over the management of the MINI brand in Germany and moved to the European level just one year later.

Ulrike von Mirbach has played a key role in developing the MINI brand in Germany and has successfully driven forward the electrification of the brand. For Ulrike von Mirbach the concerns of the dealer network are of central importance. The good level of cooperation between dealerships and manufacturer as well as strategic brand management and digitalising the brand were decisive success factors advancing the brand on the German market.

Stefanie Wurst, Head of the MINI brand: "I am convinced that Ulrike von Mirbach will successfully lead the MINI brand into the electric future on a European level thanks to her high level of brand and sales expertise. She will set the right strategic framework to ensure successful sales for the brand within the new sales model."

The MINI brand

The strategic focus of the MINI brand is on expanding electric mobility and increasing the commitment to the crossover and premium compact segments. Tapping into new target groups and sales markets will be crucial for the future of MINI. The great success of the all-electric MINI Cooper SE* in Germany confirms the brand's strategy. MINI will make the transition to a fully electrified brand as early as the beginning of the 2030s.

***Consumption/Emissions data:**

MINI Cooper SE: Power consumption in kWh/100 km combined: 16.9-14.9 NEDC, 17.6-15.3 WLTP.

In case of queries, please contact:

BMW Group Corporate Communications

Micaela Sandstede, Spokesperson Market Germany

Phone: +49 89 382-61611

E-mail: Micaela.Sandstede@bmwgroup.com

Internet: www.press.bmwgroup.com/global

E-mail: presse@bmwgroup.com

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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.

Date 25 July 2022

Topic Ulrike von Mirbach becomes European Head of the MINI Brand

Page 3



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>