



Media Information
November 10, 2010

BMW Group Canada announces Manfred Braunl as President and CEO.
Franz Jung becomes President and CEO of BMW Italia.

Richmond Hill, ON. BMW Group Canada today announced that Manfred Braunl will assume the role of president and CEO, effective January 1, 2011. Braunl replaces Franz Jung who becomes president of BMW Italia effective January 1, 2011.

Braunl worked previously with BMW Canada between 1996 and 2003. He began with the Canadian division as Sales and Marketing Manager at BMW Group Financial Services Canada. In 1999 he moved to BMW Group Canada, the sales arm of the company, as National Marketing Manager for BMW and MINI. Since his time in Canada, Braunl has held marketing positions at BMW in Munich, first as General Manager, Sales and Marketing for the European region and most recently as National Marketing Manager for BMW Germany. Prior to moving to Canada in the mid-nineties, he worked in the Central Marketing Department, Financial Services at BMW in Munich.

“Manfred has significant Canadian experience which will help us sustain our momentum in this market,” said Jim O’Donnell, President of BMW of North America, LLC. “We’re delighted to welcome him back to North America to support BMW’s strong position within the Canadian automotive landscape.”

Jung leaves BMW Group Canada in a strong position, having been responsible for restructuring the organization during the recession. As a result of his efforts, BMW retained its position as the number one premium brand in Canada in 2009, and is on track towards another record-breaking year in 2010. Jung joined BMW Group Canada on April 1, 2009 from BMW Nordic in Stockholm, Sweden where he was President and Chairman of the Board. Prior to that, he held various BMW and MINI senior management positions in Germany, Mexico, China and Central Eastern Europe.

“Franz has distinguished himself during his tenure at BMW Group Canada, helping the company retain its leadership of the premium segment in a very competitive marketplace,” continued O’Donnell. “We wish Franz the very best in his new role in Italy, and will always consider him a part of the North American team.”

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca

BMW Group Canada Corporate Communications



BMW Group Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 41 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates. The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

-30-

For more information, please contact:

Barb Pitblado, Director, Corporate Communications
BMW Group Canada
Office - 905-428-5005 / Cell – 416-627-0436 / barb.pitblado@bmwgroup.ca