Media Information  
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**Nicolas Peter to lead European sales region**

**Munich.** Effective October 1st, 2011 Nicolas Peter (49) will assume responsibility for the European sales region, previously led by Ludwig Willisch, who will become new president of BMW of North America, as already announced.

Nicolas Peter, who studied and holds a doctorate in law, joined the BMW Group in 1991 and has gained extensive experience in sales and controlling. Peter has occupied a number of positions, including head of BMW in Sweden and BMW Nordic, and was most recently responsible for Group controlling at the BMW Group.

The BMW Group’s European sales region comprises all European countries with the exception of Germany. This area accounted for over 30% of the BMW Group’s total global retail.

“In Nicolas Peter, the European sales region is gaining a manager who will be able to master the individual challenges of different countries. His extensive experience in sales and controlling will ensure that this sales region continues to make a major contribution to the business success of the BMW Group,” stated Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing.

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**The 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 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| 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. |