

Dr. Kay Segler**Senior Vice President, MINI Business Coordination and Brand Management**

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| 1 March 1955 | Born in Braunschweig, Germany |
| 1976 – 1981 | University of Mannheim, Master of Business Administration |
| 1981 – 1986 | University of Mannheim, Ph.D. |
| 1986 – 1988 | Droege & Company Consulting, Düsseldorf |
| 1988 – 1991 | BMW AG, Director Strategic Planning, Munich |
| 1992 – 1995 | BMW AG, General Manager, Strategic Marketing and Projects, Overseas Region |
| 1995 – 1998 | BMW Asia Ltd., President, Singapore |
| 1999 – 2003 | BMW AG, Director Parts Distribution Europe & Overseas |
| 2004 – 2008 | BMW AG, Senior Vice President MINI Brand Management |
| 2008 – 2009 | BMW AG, Senior Vice President Importer Markets |
| 2009 – 2011 | BMW M GmbH, President |
| as of 1 May 2011 | BMW AG, Senior Vice President MINI Business Coordination and Brand Management |