

Media Information
1 August 2012

Personnel changes at BMW Group Corporate Communications

Antonia Niederländer to head up Social Responsibility

Munich. From 1 August 2012, Antonia Niederländer, previously spokesperson for cultural involvement, will be Head of Social Responsibility for the BMW Group. In this function, she reports to Alexander Bilgeri, Head of Business, Finance and Sustainability Communications.

Antonia Niederländer follows Konstanze Carreras, who was in charge of the BMW Group's CSR activities from 2001. She moved to the Personnel Department of the BMW Group on 1 April 2012, where she is responsible for the international steering of vocational training.

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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, Husqvarna Motorcycles 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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 seven years.

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