

Media Information
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BMW Group Classic under new management.

Munich. Ulrich Knieps has assumed an additional role as head of BMW Group Classic, effective 1 March 2013. Knieps now heads the company's competence centre for BMW Group and brand history in addition to the central department for Product, Technology and Sports Communications. BMW Group Classic had been managed since 2007 by Karl Baumer, who retired at the end of January 2013.

BMW Group Classic archives and documents brand history and brings it to life. It also comprises the BMW Museum in Munich and the Classic Centre, which serves the brands' classic car owners.

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

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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