

Media Information
17 September 2018

Personnel changes at the BMW Group

New responsibilities in Sales and Marketing and at BMW M

Munich. Effective 1 October 2018, Sebastian Mackensen will be appointed Head of Sales and Marketing, BMW Germany. He takes charge of the BMW Group's domestic market from Peter van Binsbergen, who has managed the company's third-largest market worldwide since 2015. From October, van Binsbergen will be responsible for the BMW Group global aftersales business. From 2013, Mackensen was initially in charge of global sales and marketing for MINI, before assuming overall responsibility for the brand in 2015. His successor will be named at a later date.

Also effective 1 October 2018, Markus Flasch will become Chairman of the Board of Management of BMW M GmbH. Austrian-born Flasch will take over the BMW Group subsidiary for ultra-sporty high-end vehicles from Franciscus van Meel, while van Meel will head the BMW Group's "Total Vehicle" development unit. Motorsports enthusiast Flasch is currently head of development for the new BMW 8 Series models and was previously responsible for quality management for BMW Group vehicles in the upper-luxury class segment.

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Page 2

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based 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.

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