



Media Information

November 30, 2021

BMW Group Canada leadership announcement.

- **Reiner Braun to become President and CEO, BMW Group Latin America**
- **David George to assume the role of President and CEO, BMW Group Canada**
- **Carola Erlewein to become Strategy Lead, Customer Brand and Sales, BMW AG**

Richmond Hill, ON. Please be advised of the following changes within the BMW Group and BMW Group Financial Services senior management teams in the Americas region.

Sebastian Mackensen, President and CEO of BMW of North America, LLC, announced today that commencing February 1, 2022, Reiner Braun, President and CEO, BMW Group Canada, will assume the role of President and CEO, BMW Group Latin America. Braun joined BMW in 1999 and has worked in various positions across sales and marketing. Braun has received numerous international leadership assignments, with positions in the Americas, Europe, Asia and most recently in Canada, where he had a substantial impact on transforming and strengthening the business to become more customer focused, digital, and electric in preparation for the arrival of the all-electric BMW iX and BMW i4.

David George will take over from Reiner as President & CEO, BMW Group Canada on March 1, 2022. David first joined the BMW Group in 2018 as Director for MINI UK where he was responsible for restructuring the MINI product portfolio, the successful launch of the MINI Electric, and overseeing the growth of the brand's market share in the UK. He brings substantial executive leadership experience, delivering success through strong Retailer relationships in a career with the major luxury automotive manufacturers which began in 2000. His leadership experience spans the breadth of Sales and Marketing.

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"I want to thank and congratulate Reiner on all of his achievements over the past two years as President and CEO of BMW Group Canada," commented Mackensen. "Successfully managing the business through a volatile period while supporting our customers and their mobility needs was a great accomplishment. Reiner was instrumental in working alongside the Canadian retail network; he navigated the business through production challenges and supply chain issues, all while increasing the level of transparency and trust with our valued retail partners. These accomplishments will be Reiner's legacy from his time in Canada. Reiner has done a commendable job preparing the organization and the retail network for our transformation into a more digital and more electrified company. We all wish Reiner continued success in his new position," continued Mackensen. "David's next role in Canada will offer him a new challenge and I'm confident he will capitalize on the current, positive momentum to succeed in our very important Canadian market."

Stefan Richmann, President and CEO, BMW Financial Services NA, LLC, is pleased to announce that Carola Erlewein, President and CEO, BMW Group Financial Services Canada, will assume new responsibilities commencing February 1, 2022. In her new role, Erlewein will be taking over a Strategy Lead function supporting the Customer, Brand and Sales system with BMW AG. Erlewein will be responsible for developing new impulses for the Group's global sales strategy.

"With over 20 years of brand management, aftersales and Financial Services experience in both market and central functions within the BMW Group, Carola is well positioned for continued success in her new role," commented Stefan. "During the past three years, Carola was instrumental in leading the Canadian market in its transformation to be more digital, data-driven and more retail partner focused. I would like to congratulate Carola and her entire Financial Services team on successfully managing the business during a challenging period," concluded Richmann. Carola's successor will be communicated at a later date.



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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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