

Media Information
19 September 2023

New Head of Sustainability Communications at the BMW Group.

Isabel Richter takes over as team manager for global sustainability communications.

Munich. Effective 1 September 2023, Isabel Richter became the Head of Sustainability Communications at the BMW Group, with responsibility for development, coordination and implementation of communications messaging on the subject of sustainability. Isabel Richter is assigned to the main department of Alexander Bilgeri, Vice President Communications Human Resources, Production, Purchasing and Sustainability. Richter comes from Microsoft Germany, where she was responsible for economic and corporate strategy topics, such as digital transformation and AI, cybersecurity, corporate citizenship and sustainability, as Corporate Communications Lead. She also headed communications at the Berlin location, where she shaped digital policy dialogue with the press, policymakers as well as society and established digital public affairs.

Prior to working for Microsoft, Richter was Head of the Environment and Sustainability division at the digital association BITKOM in Berlin. Richter began her career in corporate communications at IBM in London, before working for communications agency Waggener Edstrom in London, Seattle and Munich for several years. Ms. Richter earned a degree in Communication and Media Studies from Leipzig University.

Media Information

Date 19 September 2023

Subject New Head of Sustainability Communications at the BMW Group.

Page 2

If you have any questions, please contact:

Diana Schaidnagel, Press Spokesperson Sustainability BMW Group

Telephone: +49-151-601-38407

Email: Diana.Schaidnagel@bmw.de

Isabel Richter, Head of Sustainability Communications BMW Group

Telephone: +49-151-601-53189

Email: Isabel.Richter@bmw.de

Media website: www.press.bmwgroup.com

Email: presse@bmwgroup.com

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries. In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees. The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>