

**Media Information**

April 29, 2025

**BMW Group Financial Services Canada welcomes new president and CEO.**

- **Tobias Eismann arrives in Canada from Spain to lead financial services division.**

**Richmond Hill, ON.** Birgit Boehm, president and CEO of BMW Group Financial Services for the Americas Region, is pleased to welcome Tobias Eismann as president and CEO of BMW Group Financial Services Canada.

Eismann joins the Canadian market with more than 24 years of international experience with the BMW Group. His career has led him to several markets and different divisions within the organization, including the BMW Group, BMW Group Financial Services and the BMW Bank. He began his career with BMW in Germany in 2001 and has since held leadership positions in various areas including Sales, Customer Experience, Digital Services, Used Car and Financial Services.

In 2016, Eismann was named CEO of BMW Financial Services Malaysia/Singapore. Prior to that, he spent eight years in various operational and strategic leadership positions managing the BMW Group Pre-Owned business. In 2021, he became CEO of BMW Group Financial Services Spain, a position he held until moving to the Canadian market. Eismann began at BMW Group Financial Services Canada at the beginning of April, 2025.

“We are excited to welcome Tobias to lead the BMW Group’s Financial Services business in Canada,” said Boehm. “With his extensive and international experience, we are confident that he will have the right focus on further enhancing our premium customer experience and driving continued growth and innovation in this key market for us.”

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a BMW Group Company

BMW Canada Inc.  
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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,



Canada

**Corporate Communications**



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, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

**For more information, please contact:**

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