

BMW Group Corporate and Governmental Affairs

Media Information

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New responsibilities in the Sales and Marketing Division of the BMW Group

Munich. There will be a change in the management of the BMW Group Sales and Marketing Division, effective February 1, 2010. Dr. Uwe Ellinghaus, 40, head of BMW Brand Communication, will henceforth assume responsibility for the “BMW Brand Management and BMW Group Marketing Services” function.

Ellinghaus has held various positions in the field of brand strategy and market and trend research since joining the BMW Group in 1998. In 2006 Ellinghaus became Marketing Director of BMW (UK) Ltd. Since April 2008, Ellinghaus has been head of BMW brand communications in Munich.

Ellinghaus takes over from Jan-Christiaan Koenders (45), who will head BMW Group’s sales subsidiary in the Netherlands from February 1, 2010.

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