BMW Group  
Corporate and Governmental Affairs

Media Information  
4 February 2011

Change of personnel in Business and Finance Communications and Product Communications within the BMW Group

Hassinger moves to Group Strategic Planning

Arnold takes over management position at BMW Group USA

Rebstock becomes head of Product Communications

**Munich.** Marc Hassinger (45), currently head of Business and Finance Communications and Sustainability Communication in the BMW Group, will be moving to the Group Strategic Planning Division as of 8 February. Until a successor is appointed, Bill McAndrews (53), head of Communication Strategy and Corporate Communications, will manage the department on a temporary basis.

Michael Rebstock (49), spokesman in the Business and Finance Communications department, will be taking over the management of Product Communications for Automobiles and Motorcycles from Dirk Arnold (45) on 1 May. Arnold will be moving to the BMW Group USA, where he will be the head of BMW brand communications for North America.

If you have any queries, please contact:

**Corporate Communications**

Michael Rebstock, Business and Finance Communications  
Telephone: +49 89 382-20470, fax: +49 89 382-24418

Bill McAndrews, Corporate and Governmental Affairs; Communication Strategy and Corporate Communications  
Telephone: (+ 49 89) 382-22332, fax: (+ 49 89) 382-29756

Company

Bayerische

Motoren Werke

Aktiengesellschaft

Postal Address

BMW AG

80788 München

Telephone

+49 (0)89 / 382 -20470

Internet

www.bmwgroup.com

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group’s global sales volume for the 2010 financial year amounted to approximately 1.46 million automobiles and over 98,000 motorcyles.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.