



Media Information
22 July 2011

Manfred Poschenrieder to take over Product Communications for Husqvarna Motorcycles.

Munich. As of 1 September 2011 Manfred Poschenrieder (41), to date Head of Corporate Communications of BMW Group Central Eastern Europe will take over Communications for Husqvarna Motorcycles within the BMW AG in Munich.

In this function Poschenrieder will be reporting to Michael Rebstock, Head of Product Communications.

If you have any queries, please contact:

Corporate Communications

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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 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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.