

Media Information
14 January 2012

New Head of BMW Group International Corporate Sales Christel Reynaerts took up the position of Head of International Corporate Sales on 1st of January 2012

Munich. Christel Reynaerts, currently with the BMW Group's Financial Services, took over from Erhard Kirsch as Head of International Corporate Sales, effective January 1st, 2012. Erhard Kirsch will be responsible of a new international target group.

Christel Reynaerts began her career with the BMW Group in 2005. Prior to her role in Commercial Finance, she was Head of International Sales and Key Account Management at Alphabet International. Before joining the BMW Group, she gained further national and international sales experience working for Arval and Toyota Motor Marketing Europe. At last, she was Head of Commercial Finance BMW Group Brands and Multi Make Brands at BMW Financial Services.

For inquiries please contact:

Corporate Communications

Jochen Frey, Business and Finance Communications, Human Resources
Phone: +49 89 382 – 41125, Fax: +49 89 382 – 24418

Birgit Hiller, Business and Finance Communications, Sales Region Germany
Phone: +49 89 382-39169, Fax: +49 89 382-24418

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles 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 seven years.

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