

Media Information
4 May 2012

Personnel changes at the BMW Group

BMW Motorrad, MINI Sales and two sales regions under new management

Munich. The BMW Group realigned its Board of Management structures in April to maintain the company's successful course in the future. Following on this, experienced managers will assume new responsibilities within the sales network and motorcycles division, effective 1 June 2012.

Graeme Grieve (50) will be responsible for MINI Sales. Grieve was previously in charge of importer markets in the Africa, Caribbean, Eastern Europe, Asia, Pacific and Middle East regions. He will be succeeded as Head of Importer Markets in these regions by **Guenther Seemann** (53), who was previously responsible for the Asia, Oceania and South Africa sales region.

Hendrik von Kuenheim (52), currently Head of BMW Motorrad, will take over from Seemann and manage the BMW Automobiles business in the Asia, Oceania and South Africa region. His successor as head of the motorcycles division will be **Stephan Schaller** (54), who will join the BMW Group on 1 June.

Schaller previously worked for the BMW Group from 1981 to 1999. The mechanical engineer began his career as a trainee in what was then the "Technology" division. He has held various management positions over the course of his career, including Head of Production at the BMW Plant Rosslyn (South Africa). Schaller was most recently Vice Chairman of the Board of Management of Schott AG, Mainz.

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The BMW Group



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Page 2

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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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