

Media Information  
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## **Restructuring of BMW Group Product Communication from 1 August 2012**

### **Additional department with responsibility for MINI, BMW Motorrad and Husqvarna Motorcycles Changes in departmental management**

**Munich.** The BMW Group is making changes in its Corporate Communications operations to reflect the growing importance of the MINI, BMW Motorrad und Husqvarna Motorcycles brands. From 1 August 2012, product communications activities for these areas will be handled by a separate department. Manfred Grunert will move from his post as Spokesperson Heritage for the BMW Group to take over as Head of Product Communication MINI, BMW Motorrad, Husqvarna Motorcycles.

Ralph Huber has been appointed Head of Product Communication BMW Automobiles. Cypselus von Frankenberg will move from his role as Spokesperson BMW i to fill Mr Huber's previous position as Head of Technology Communication.

The heads of department will report to Ulrich Knieps, who is responsible for Product, Technology and Sport Communication, as well as Services.

Michael Rebstock, previously Head of Product Communication BMW Automobiles, MINI, BMW Motorrad and Husqvarna Motorcycles, will head up overall communications and coordination activities for an international future project. In this role he will report to Bill McAndrews, Head of BMW Group Corporate Strategy and Communications.

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