

Media Information
13 September 2012

Personnel changes at the BMW Group

Munich/Oxford. Frank Bachmann will be appointed the new managing director of MINI Plant Oxford. Effective 1 October 2012, the 51-year-old mechanical engineer will take over the management of the British plant from Jürgen Hedrich, who headed the plant for close to four years and will assume a new function in the BMW Group production network. Bachmann has been with the BMW Group for 24 years and has extensive experience in management functions within the production network.

Uwe Ellinghaus, head of BMW Brand Management and BMW Group Marketing Services will leave the BMW Group, effective 15 October 2012. His successor will be named at a later date. Ellinghaus joined the BMW Group in 1998 and occupied various functions in the field of brand strategy and market and trend research.

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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, 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 eight years.

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