

Media Information  
7 December 2012

## **BMW Group appoints new Sales and Marketing executives** **Karsten Engel takes over from Christoph Stark in China** **Roland Krüger responsible for German market**

**Munich.** The BMW Group will appoint new managers to head its Germany and China sales regions early next year.

**Roland Krüger** (47) will head the Germany sales region, effective 1 March 2013, after a transition period in February. Krüger, who holds degrees in design and business administration, joined the BMW Group in 1998, and has since occupied various specialist and management positions in Germany and Asia. Most recently, Krüger was head of the BMW Group's Japanese sales company for four years.

**Karsten Engel** (54), who has been Senior Vice President BMW Group Germany since 2009, will transfer to Beijing in January of next year. He will take over as head of the China region on 1 March 2013 after a brief transition period. His responsibilities will also include the coordination of the BMW Brilliance Automotive joint venture. Engel joined BMW AG as a controller in 1985, after earning a degree in business administration. During his career at the BMW Group, Engel has also served as head of the company's motorsports activities and head of the BMW branch in Munich. He acquired in-depth sales experience in Asia in particular during his time as head of BMW Korea (1998-2000) and BMW Thailand (2000-2002).

**Dr. Christoph Stark** (58) will retire from BMW AG effective 28 February 2013 after almost nine years as head of the China Region. Under his responsibility, sales in Mainland China climbed from around 16,000 vehicles in 2004 to more than 232,000 in 2011. By the end of November 2012, deliveries of BMW, MINI and Rolls-Royce vehicles to customers had already risen by 37.6% to nearly 296,000 units compared to the corresponding period last year.

If you have any questions, please contact:

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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 29 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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