

Media Information
2 December 2013

Personnel changes within the BMW Group

Stefanie Wurst to be new Marketing Manager BMW Germany,
Johannes Seibert becomes Managing Director of BMW Group
Middle East

Munich. Stefanie Wurst will take charge of marketing activities for BMW Deutschland from 1 February 2014. The 45-year-old economics graduate is moving to BMW from the Scholz & Friends Group. She has worked for the agency group for over twelve years, and is currently the Management Board member responsible for internationalisation.

Her predecessor Johannes Seibert (52) will be moving to Dubai on 1 February 2014 as the new Managing Director of BMW Group Middle East, where he will be responsible for sales in the Middle East region. The business management graduate has been with the BMW Group since 1982 and has already held a number of managerial positions in sales and marketing in Europe, Central America and South East Asia. In the German market, he has been Head of Marketing for BMW since January 2011.

Dr Jörg Breuer, who has been Managing Director of BMW Group Middle East since 2011, is moving to Germany from 1 February 2014, where he will be taking over a managerial function in BMW Group sales, which will be communicated at a later date. The 48-year-old has successfully worked in various management positions in Germany and abroad and is already familiar with the domestic market from his activity as Regional Sales Manager for BMW Group Deutschland.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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