

Media Information
12 February 2015

Personnel changes at BMW Group International Sales

Marco Lessacher responsible for International Corporate, Direct and Special Sales

Munich. From January 2015, **Marco Lessacher** is Vice-President, International Corporate, Direct and Special Sales at the BMW Group. He took over the role from Bernd Döpke, who moved at the beginning of September to a senior management role in the Quality Management department.

Mr Lessacher (43) was previously CEO of Alphabet Germany, the business mobility service provider which is a subsidiary of the BMW Group. During his five years at Alphabet, Mr Lessacher expanded the fleet management and leasing services company significantly, introducing AlphaCity corporate car-sharing and AlphaElectric, a simple way for companies to access electro-mobility. Mr Lessacher joined the BMW Group in 2007, where he joined the team at BMW Financial Services in Munich. Prior to that, he held various management positions at UniCredit Group and Sixt Group.

BMW Group International Corporate, Direct and Special Sales handles worldwide sales of and global frame contracts for corporate clients, governments, international organisations and diplomatic corps. The department also defines and offers individual mobility solutions to these special customers. Special and security vehicles also come under Mr Lessacher's remit. In total, the department is responsible for approximately one in every seven vehicles sold by the BMW Group. Thanks to the company's worldwide sales network, BMW Group International Corporate, Direct and Special Sales can offer each customer an individualized solution related to vehicle type, financing and fleet management, reflecting the situation in their specific country.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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