



Media Information
31 August, 2017

Personnel changes within the BMW Group Product, Technology and Sports Communications Division.

Munich. As of 1 October 2017, **Eckhard Wannieck** will assume the position as head of BMW Product and Brand Communications. He is currently responsible for BMW Group press and PR events. He will succeed **Ralph Huber**, who on the same date will become director of the BMW Museum and BMW Group Classic Communications. The previous holder of this position, **Gabriele Fink**, will be assuming directorship of Communications Europe from **Alexandra Landers**, who will then become successor to Eckhard Wannieck as the person responsible for BMW Group press and PR events.

New responsibilities will be assigned to further functions as from 15 September. **Benjamin Titz**, current spokesperson of the BMW M GmbH, will take over from **Cypselus von Frankenberg** as head of BMW Group Innovations and Design Communications. In future, Von Frankenberg will be responsible for press communications for BMW brand as well as the BMW 5 Series and the BMW Z4. **Bernhard Santer**, current spokesman for the BMW 5 Series and the BMW Z4, will take over as press spokesperson for the BMW M GmbH.

Moreover, since 1 August, **Bernhard Ederer** has been press spokesman for the Autonomous Driving Division. He took over this position from **Manfred Poschenrieder**, who has already moved to the development department.

Dominik Schaidnager, current press spokesman for MINI, will join BMW Motorrad Communications as from 1 October 2017. He will be succeeded by **Matthias Bode**, current spokesperson for BMW M Performance Automobiles, on 1 November 2017.

Since 1 August, **Matthias Schepke**, previously responsible for press and PR events, has been spokesperson for Formula E, MINI and Motorcycle Motorsports in the BMW Group Sports Communications Division. He succeeded **Danilo Coglianesse**, who has switched to the Communications Division at BMW Italy.



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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