

Media Information  
25 October 2017

## Strategic realignment of BMW Group sales regions

**Munich.** Capitalising on the potential of growth markets and increasing regional focus are key aspects of the BMW Group's corporate Strategy Number ONE > NEXT. In line with this, the BMW Group is reorganising its sales regions.

From 1 January 2018, **Hildegard Wortmann** will take on responsibility for the entire Asia Pacific region (excluding China). As part of the reorganisation, Ms Wortmann will be based in Singapore, a move designed to enable closer contact to customers, dealers and importers in this region, which contains many high-potential markets, as well as several important established markets. Ms Wortmann is currently Head of BMW Brand, responsible for both product management and marketing, having previously held a number of management positions within the BMW Group. Her successor in Munich has been named as **Sven Schuwirth**, who until October last year was responsible for Digital Business at Audi AG, having previously been Vice-President for Brand Strategy and Digitalisation at the company.

A further aspect of the strategic sales regions' reorganisation sees **Hendrik von Kuenheim** assume responsibility for the region covering Africa, the Middle East, Russia and importer markets in eastern Europe.

Commenting on this strategic realignment, Dr Ian Robertson, member of the BMW AG Board of Management responsible for Sales and Brand BMW, said, "Both these regions cover markets which we believe offer great sales potential. This reorganisation, including the relocation of responsibilities for Asia Pacific to Singapore, increases our regional focus and emphasises our commitment to our customers and dealers in these important markets. In Hildegard and Hendrik, we have two strong leaders with the skills and experience to further increase customer focus and grow sales, in line with our corporate strategy. The iconic BMW brand has had a great start to its second century; with Sven Schuwirth the BMW Group has gained an executive whose experience, especially in the area of digitalisation, will prove invaluable in developing the brand's strength even further."

Media Information

Date 25 October 2017

Subject Strategic realignment of BMW Group sales regions

Page 2

If you have any queries, please contact:

**Corporate Communications**

Jochen Frey, Business and Finance Communications, HR

[jochen.frey@bmw.de](mailto:jochen.frey@bmw.de)

Telephone: +49 89 382 41125

Emma Begley, Business and Finance Communications, Sales

[emma.begley@bmwgroup.com](mailto:emma.begley@bmwgroup.com)

Telephone: +49 89 382 72200

Glenn Schmidt, Head of Business and Finance Communications

[glenn.schmidt@bmwgroup.com](mailto:glenn.schmidt@bmwgroup.com)

Telephone: +49 89 382-24544

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Email: [presse@bmw.de](mailto:presse@bmw.de)

**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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>