

Media Information
04 October 2018

Changes at BMW Group Corporate Communications

Munich. As part of a realignment of BMW Group Corporate Communications under the leadership of **Maximilian Schöberl**, responsible for Corporate and Governmental Affairs and Executive Vice President of BMW AG, a number of personnel and organisational changes have been made.

Bill McAndrews is now responsible for the main department Corporate Communications Strategy, Messaging and Communication Channels. The newly created Editorial Hub, led by **Jörg Kottmeier**, previously head of Sports Communications, is anchored in this main department. **Manfred Grunert**, previously head of Archives, Collection and Classic Brand Management, is now responsible for the Channel Operations department and therefore also for Electronic Media. Like Jörg Kottmeier, he reports to Bill McAndrews.

Alexander Bilgeri is responsible for the main department Corporate, Product and Innovation Communications. The new head of Business, Finance and Culture Communications is **Mathias Schmidt**, who was previously responsible for Internal Central Division Communications. **Ingo Wirth** takes over as head of MINI and BMW Motorrad Communications, following on from **Markus Sagemann**, who now leads Internal Central Division Communications. **Benjamin Titz**, who manages Innovation and Design Communications, is now also responsible for Motorsport Communications. Mathias Schmidt, Ingo Wirth and Benjamin Titz all report to Alexander Bilgeri.

Glenn Schmidt, previously head of Business and Finance Communications, now heads the newly created Market Communications main department, dealing with communications in all international markets.

Markus Appelhans, previously in charge of Electronic Media, is the new head of Archives, Collection and Classic Brand Management at BMW Group Classic. He reports to **Ulrich Knieps**, who is responsible for the main department BMW Group Classic.

If you have any questions, please contact:

BMW Group Corporate Communications

Max-Morten Borgmann, Business and Finance Communications

Max-Morten.Borgmann@bmw.de

Phone: +49 89 382-24118

Mathias Schmidt, Head of Corporate and Culture Communications

Mathias.M.Schmidt@bmwgroup.com

Phone: +49 89 382-24544

Media website: www.press.bmwgroup.com

Email: presse@bmw.de

Firm
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Phone
+49 89 382 41125

Internet
www.bmwgroup.com

Media Information

Date

04 October 2018

Subject

Changes at BMW Group Corporate Communications

Page

2

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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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

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

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

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

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