

Press information

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Management Change at BMW Group Plant Eisenach

+++ Robert Frittrang appointed Managing Director of BMW Fahrzeugtechnik GmbH in Eisenach from 1 March +++ Alexander Eras to move to BMW Group Plant Leipzig as Head of Painted Bodies +++

Eisenach. On 1 March Robert Frittrang will take over as the new Director of BMW Group Plant Eisenach. Currently head of Production Control, Systems Engineering, Maintenance, Production Improvement at Plant Munich, he will succeed Alexander Eras as Managing Director of the BMW Fahrzeugtechnik GmbH facility. Alexander Eras, Director of the plant since July 2018, will take over as Head of Painted Bodies at BMW Group Plant Leipzig. In his role as Director in Eisenach, Alexander Eras oversaw the largest plant expansion since its establishment, in 1992. Over the years, the BMW Group has invested €200 million in the site.

BMW Group Plant Eisenach produces large press tools and body panels, most notably for high-quality, small-scale production runs. BMW Fahrzeugtechnik GmbH is a partner of all BMW Group vehicle plants. Its latest-generation laser cutting technology gives the side walls, roof panels and bonnets of every BMW, MINI and Rolls-Royce their characteristic form.

Familiar with the skill and precision at Plant Eisenach from various previous roles, Robert Frittrang is perfectly equipped for his new position as Plant Director. "It will be a pleasure and an honour to manage this plant. Its innovative, efficient tool-making operations give it a very special place in the BMW Group's global production network," he commented. With a wealth of expertise in process and structure planning, Robert Frittrang looks forward to supporting the future development of Plant Eisenach and further strengthening its role as the BMW Group's foremost tool-making facility.



Robert Frittrang holds a Master's degree in mechanical engineering. Since joining the BMW Group in 1995, he has held several roles in various plants, including three years as Director of BMW Group Plant Chennai, in southern India.

Plant Eisenach is also of particular historical importance to the BMW Group. Purchased by BMW in 1928, it became the company's gateway to car manufacturing and produced all of its BMW vehicles until after World War II. Later, the inauguration of BMW Group Plant Eisenach, in 1992, marked a home-coming for the company. This year BMW Group Plant Eisenach, which currently employs more than 300 people, will celebrate its 30th anniversary.

If you have any questions, please contact:

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The BMW Group production network

In 2019, strong customer demand and new models kept capacity utilisation high across the BMW Group production network. Production volumes for the BMW, MINI and Rolls-Royce brands reached record levels, with output totalling 2,564,025 units. Of those, 2,205,841 were BMW vehicles, 325,729 MINI, and 5,455 Rolls-Royce Motor Cars. Approximately 1 million vehicles were manufactured by the German plants.

Uniquely flexible and highly efficient, the BMW Group production network is able to respond quickly to changing markets and regional sales fluctuations. Expertise in manufacturing is a key contributor to the BMW Group's profitability.

The BMW Group production network uses a range of innovative digital and Industry 4.0 (IoT) technologies, including virtual reality, artificial intelligence and 3D printing applications. Standardised processes and structures across the production system ensure consistent premium quality and allow a high degree of customisation.

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.



In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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