



Press information
22 September 2023

Sylvia Neubauer becomes Vice President Customer, Brand, Sales at BMW M GmbH.

The brand expert and enthusiast of high-performance vehicles will succeed Timo Resch on October 1st, 2023, who is leaving the company at his own request.

Munich. Sylvia Neubauer will become the new head of Customer, Brand and Sales for BMW M GmbH at the beginning of October 2023. Neubauer, who was previously responsible for the brand portfolio strategy as well as market research and competitive analysis for all brands of the BMW Group, will thus succeed Timo Resch, who has held the position since January 2022 and is now leaving the company at his own request.

"Timo Resch has made a significant contribution to the strengthening of our sales and marketing activities and thus to the success of BMW M GmbH with his excellent commitment in the past two years. We thank him for his excellent work and wish him every success for his future tasks," says Franciscus van Meel, CEO of BMW M GmbH. In 2022, BMW M GmbH achieved record sales with more than 177,000 vehicles sold worldwide and is also on track to set a new record in the current fiscal year.

Sylvia Neubauer looks forward to her new tasks with enthusiasm: "I am delighted that I can now combine my passion for BMW M vehicles even more strongly with my profession and make a decisive contribution to mastering the challenges that lie ahead of us in these exciting times," says Sylvia Neubauer. The focus of the current and future development of the brand with the strongest letter in the world is particularly on the consistent continuation of its path towards e-mobility and the marketing of performance and high-performance models with electrified drive.

"With Sylvia Neubauer, we have an experienced sales and marketing expert by our side, who brings a solid background in brand repositioning BMW M, data analytics, and customer journey from her previous positions," explains Franciscus van Meel. "We couldn't imagine a better choice to advance the transformation process of BMW M GmbH and strengthen the worldwide fan community of our brand."



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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. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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