

Media Information  
December 1, 2025

## **Stefan Hienzsch takes over as Head of BMW Bank**

**New CEO starting 1 December**

**Munich.** BMW Bank GmbH is strengthening its profile on the path to becoming a digitalized bank with high innovation standards: Stefan Hienzsch has been appointed as the new Chairman of the Board of Management with effect from 1 December. As one of Germany's leading automotive banks, the credit institution is further enhancing its management board in an increasingly complex regulatory environment. Hienzsch, a fully qualified lawyer, has already been Chief Representative of BMW Bank since June 2024. The management board remains unchanged, with Joachim Herr, Torsten Mattheis and Kerstin Zerbst continuing in their roles.

"Stefan Hienzsch is an experienced financial and legal expert who is very familiar with the challenges and opportunities of the BMW Group's financial services business. Under his leadership, BMW Bank will continue to expand its role as a reliable, innovative partner for our customers and dealers and continue to make a significant contribution to the success of the BMW Group in Germany and Europe," said Alexander Buresch, Chairman of the Supervisory Board of BMW Bank and Head of BMW Group Financial Services.

Hienzsch has more than 25 years of experience within the company. Previously, he headed the BMW Group's legal department for Corporate Finance, Financial Services and Mergers & Acquisitions for over a decade and held various leadership roles in the UK for the BMW, MINI and Rolls-Royce brands.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Telephone  
+49 89-382-98096

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

"I am very pleased about the trust placed in me and look forward to my new role.

BMW Bank will continue to systematically pursue its digital transformation process.

My goal is to inspire customers and retailers with innovative, digital and sustainable

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solutions and to further develop the bank as a strong, future-oriented partner in the BMW Group ecosystem," says Stefan Hienzsch.

**Information for editors**

BMW Bank GmbH is one of the leading automotive banks in Germany with subsidiaries in Italy, Spain and Portugal. More than 1,170 employees serve around one million customers (as of December 31, 2024). The product range extends from financing, leasing and insurance for cars and motorcycles to deposit products and credit cards.

The company has total assets of 28.5 billion euros) and deposits of around 11.9 billion euros (both as of December 31, 2024). BMW Bank GmbH is part of BMW Group Financial Services. Almost every second new BMW and MINI vehicle is financed or leased through BMW Group Financial Services.

For queries, please contact:

**BMW Group Corporate Communications**

Lennart Wermke, Communication BMW Group Financial Services  
Telephone: +49 151 601 980 96  
E-Mail: [lennart.wermke@bmwgroup.com](mailto:lennart.wermke@bmwgroup.com)

Max-Morten Borgmann, Head of Communication Corporate, Finance, Sales  
Telephone: +49 151 601-24118  
E-Mail: [max-morten.borgmann@bmwgroup.com](mailto:max-morten.borgmann@bmwgroup.com)

Internet: [www.press.bmwgroup.com/deutschland](http://www.press.bmwgroup.com/deutschland)  
E-Mail: [presse@bmwgroup.com](mailto:presse@bmwgroup.com)

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was €11.0 billion on revenues amounting to €142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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