



Press Information
June 30th, 2026

Leadership changes: Sylvia Neubauer appointed President and CEO of BMW (Schweiz) AG. – Michelle Roberts takes on key role for Brand, Customer and Sales at BMW M GmbH.

Dielsdorf / Munich. The BMW Group is strengthening its international organization through a targeted leadership change: Sylvia Neubauer will assume the role of President and CEO of BMW (Schweiz) AG. effective July 1st, 2026. Michelle Roberts will officially take on the position of Vice President Customer, Brand & Sales at BMW M GmbH August 1st 2026.

With Sylvia Neubauer, BMW Group Switzerland gains an experienced executive with more than 25 years of international expertise in brand management, sales, customer experience and transformation. Most recently, she served as Vice President Customer, Brand & Sales at BMW M GmbH, where she was globally responsible for key functions including marketing, sales, product management and driving experience (Area M). In this role, she played a key part in shaping the continued development of the BMW M brand, with a focus on electrification, digitalization and evolving customer expectations. Previously, she held several leadership positions within the BMW Group, including in Corporate Strategy, Customer Experience and CRM. In addition, she brings cross-industry experience from aviation, telecommunications and media.

"The Swiss market is one of the most innovative and demanding automotive markets in Europe," says Sylvia Neubauer. "I am very much looking forward to working together with the team and our partners to actively shape the future of individual mobility."

Sylvia Neubauer succeeds Sergio Solero, who will move to Italy within the BMW Group to again assume the role of President and CEO of BMW Italia S.p.A.

Michelle Roberts will succeed Sylvia Neubauer as Vice President Customer, Brand & Sales at BMW M GmbH as of July 1, 2026. She brings extensive international experience within the BMW Group and strong expertise in brand management, sales and customer strategy. Most recently, she served as Managing Director of the BMW Group's flagship retailer Park Lane in London, where she was responsible for one of the company's most important retail locations globally. Prior to that, she was Marketing Director at BMW UK, leading brand management



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in one of the company's core markets and successfully driving digital transformation as well as the brand's positioning in electromobility.

Further stages of her career include international leadership roles in brand and communications strategy as well as marketing at MINI UK. In her new role, Michelle Roberts will take on global responsibility for brand, customer and sales at BMW M GmbH and will drive the continued development of the brand at the intersection of performance, innovation and transformation.

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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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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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 through production to the end of their useful life.

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