



Press and Corporate Affairs

Media Information

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Dr. Andreas Schaaf to succeed Mr. Peter Kronschnabl as President of BMW India.

Munich. Mr. Peter Kronschnabl has been appointed as the President of BMW Group Russia headquartered in Moscow (effective 1 July 2010).

During the tenure of Mr. Peter Kronschnabl, as President of BMW India, a carefully planned market entry strategy for BMW was successfully executed that set the course for long-term success. Since its inception in 2006, BMW India has stood ground in a fiercely competitive environment, delivered strong operating performance and achieved market leadership in the luxury car segment in 2009.

Dr. Andreas Schaaf, presently Vice President with responsibility of Sales and Marketing, BMW Group Korea, will assume responsibility as President of BMW India in May 2010.

Born on 8th September 1970, Dr. Andreas Schaaf has completed his Doctoral thesis and studied Business Administration at the University of Bayreuth, Germany. Dr. Schaaf started his career with BMW AG in Munich in 1996. Before joining BMW Group Korea, he was the Head of Market Development for the region Asia, Pacific, Africa, and Central & Eastern Europe.

If you have any queries, please contact:

Press and Corporate Affairs

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