|  |
| --- |
| Media Information |
| 25th November, 2019 |
|  |
| **NEW LEADERDSHIP AT BMW GROUP IRELAND.** |

From 1 January 2020, Kevin Davidson will take on the role of Managing Director BMW Group Ireland. He brings many years of experience in the automotive industry to the job, having latterly led Retailer Development at BMW Group UK. In this role Davidson pioneered many programmes to enhance the customer experience including; The BMW Genius Programme, Voice of the Customer and BMW Retail Online.

Having been with the company since 1991, Davidson has held a number of senior management positions including in: Financial Services; Used Car Sales; and as Aftersales Director in BMW Group Canada. While in North America, he took the Aftersales business to the number one position in the market and also created a combined Customer Interaction Centre with BMW Financial Services.

Davidson succeeds Paulo Alves, who lead the company’s Ireland business for five years. Alves will return to the UK and assume the position of Director of BMW Motorrad UK and Ireland.

Graeme Grieve, CEO of BMW Group UK said; “With Kevin in this role we have a dedicated leader who really understands the customer and their needs. He is well positioned to lead the electric and digital transformation of our business in Ireland. I’d like to thank Paulo for his commitment to and charismatic leadership of the Dublin team - and wish him the best of luck as he takes up his new role in the UK.”

Kevin is a Scottish native, has a degree in Economic Policy and an MBA from the University of Surrey.

**-ENDS-**

**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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

In 2018 BMW Ireland announced a significant €37 million investment across its operations in Ireland. This substantial financial commitment coincides with the expansion of BMW i, the electric vehicle sub brand of BMW, in Ireland.

The BMW i brand has become an integral part of all Irish retailers’ operations which sell and service the Group’s range of electrified vehicles including BMW i3, BMW i8, range of plug-in hybrid vehicles as well as the forthcoming BMW iX3 and the MINI Electric. Of any manufacturer, BMW Group has the highest market share for new car registrations in Europe.

As part of our Corporate Social Responsibility, BMW supports a different charity each year, an area that BMW Group Ireland takes very seriously. This year BMW Group Ireland has supported Pieta House, Ireland’s leading suicide prevention charity. BMW Group Ireland not only provides a financial contribution through fundraising events but also offer their time in the charity environment through volunteering, applying skills to a non-profit cause and lending of products, services and other resources.

[www.press.bmwgroup.ie](http://www.press.bmwgroup.ie)

**BMW Media:**

@ [BMW Ireland Facebook](https://www.facebook.com/BMW.Ireland/)

@ [BMW Ireland Twitter](https://twitter.com/BMWireland?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

@ [BMW Ireland Instagram](https://www.instagram.com/bmwireland/)

@ [BMW Ireland LinkedIn](https://www.linkedin.com/company/bmw-group-ireland)

@ [BMW Ireland YouTube](https://www.youtube.com/channel/UCjqFLXS3jZP6sz46uIYIGoA)

**MINI Media:**

[www.press.bmwgroup.ie](http://www.press.bmwgroup.ie)

[www.instagram.com/MINI.ie/](http://www.instagram.com/MINI.ie/)

[www.MINI.ie](http://www.MINI.ie)   
[www.facebook.com/MINI.Ireland/](http://www.facebook.com/MINI.Ireland/)   
[www.youtube.com/MINI](http://www.youtube.com/MINI)

**For further information, please contact:**

Laura Condron | Corporate Communications & Events Manager | 086 047 7549 | [Laura.Condron@BMW.ie](mailto:Laura.Condron@BMW.ie)