

## **BMW Group México announces organizational changes**

**(February 1, 2016).** - BMW Group Announces organizational changes in the American continent.

After a successful period of work in Mexico, Helder Boavida was promoted within the group, accepting a new assignment as CEO of BMW Group in Brazil as of February 1st of this year.

On that same date, Dr. Alexander W. Wehr will take the position as Executive Director of BMW Group in Mexico, Latin America and the Caribbean, which includes 25 importers, as well as the operation of Argentina.

"2015 was a highly successful year for BMW Group in the world and in America. The movements that we are performing will reinforce the synergies between the markets of Latin America. I'm sure that the experience and track record of Dr. Wehr will allow him to reinforce the positive work done by Helder in Mexico and provide important support to Rolf Epp," said Ludwig Willisch, President and CEO of BMW Group in the Americas.

Dr. Wehr studied International Business and Business Administration, and began to work for BMW Group in 1997 as product manager for BMW Z8. Since then, he has occupied several positions as Head of Corporate and Product Strategy, Director of the International Used Vehicle Sales Division, and has been responsible for the Executive Direction of BMW Group in Latin America and in the Caribbean, holding this latest position as Sales Planning and Management Director in the BMW Group Munich Central.

Also, Rolf Epp will continue as Managing Director of BMW Group Latin America and the Caribbean, reporting to Dr. Alexander W. Wehr.

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**About BMW Group**

With its three brands, BMW, MINI and Rolls-Royce, BMW Group is the leading manufacturer of Premium vehicles and motorcycles; which, in turn, provides financial services and high-quality mobility products. As a global company, BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, BMW Group sold approximately 2 million 118 thousand vehicles and more than 123 thousand motorcycles around the world. The profits before taxes for the year 2014 were of approximately 8.71 billion euros on revenues amounting to 80.4 billion euros. Up until December 31st of 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. For this reason, the company established ecological and social sustainability throughout the chain of value, responsibility for products and a clear commitment to the conservation of resources as a comprehensive part of its strategy.

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