

## **BMW Group announces organizational changes**

The Corporate Communication Area is unified to service Mexico, Latin America and the Caribbean.

**Mexico City, Mexico, March 1, 2016.** - In response to the integration of BMW Group in Mexico, Latin America and the Caribbean under one CEO - Dr. Alexander W. Wehr - BMW Group announces that starting today and after nine years of career in the Company, Elizabeth Solís takes over the position of Director of Corporate Communications for Mexico, Latin America and the Caribbean, reporting to Alexander Bilgeri, Vice President Corporate Communications for the Americas.

The team headed by Elizabeth Solís is located in Mexico City and integrated by: Juan Bernardo Vázquez-Mellado as Corporate Communication Manager for Latin America, Zolveing Zúñiga as Corporate Communication Chief, Edgar Téllez as Product and Technology Communication Specialist, and Paulina Díaz and Alison Espejel as Corporate Communication Trainees. Based on the future San Luis Potosi plant, Paola Felix has joined the team, acting as the Corporate Communication Manager in that entity.

"This decision underlines once again our commitment to the region. The entire American continent represents one of the main growing markets for BMW Group, with Mexico as the ideal base given the outstanding results by the Company for more than 20 years in the country", said Dr. Alexander Wehr, CEO for BMW Group Mexico, Latin America and the Caribbean.

Elizabeth Solís added that "The unification of the area will result in a more robust front to address the information needs required in light of a larger organization, satisfying a diversity of audiences with which we keep contact by diverse communication channels, with particular emphasis on the press from Mexico, Latin America and the Caribbean, which is naturally one of our main foci".

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**About BMW Group**

**Company**  
BMW de México, S.A. de C.V.

**Address**  
Paseo de los Tamarindos No.100 Piso 5  
Col. Bosques de las Lomas  
05120 México D.F.

**Telephone**  
52 (55) 91408700  
Fax: + 52 (55) 9140 8761

**Email**  
[Comunicacion.BMWMexico@bmw.com.mx](mailto:Comunicacion.BMWMexico@bmw.com.mx)

**Internet:**  
[www.bmw.com.mx](http://www.bmw.com.mx)

With its three brands BMW, MINI and Rolls-Royce, BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2015, BMW Group sold approximately 2 million and 247 thousand cars and about 137 thousand motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of December 31, 2014, 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. 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.

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

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Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

#### **About BMW Group Mexico**

BMW Group Mexico started activities by the end of 1994 and in 2014 celebrated the 20th anniversary of presence in Mexico. In July 2014, the Group announced an investment of one billion dollars for the construction and operation of a production plant in San Luis Potosí; the preparatory work on site already started and the first recruitment processes are currently being conducted through [www.bmwplantarh.com.mx](http://www.bmwplantarh.com.mx)

The Group currently trades BMW, MINI and BMW Motorrad brands. It has 35 BMW dealers, 27 of which offer MINI brand and 20 BMW Motorrad brand. All of them are located in Mexico City and the main cities of the Country: Aguascalientes, Cancún, Chihuahua, Culiacán, Guadalajara, Hermosillo, León, Mérida, Monterrey, Morelia, Oaxaca, Pachuca, Puebla, Querétaro, Saltillo, San Luis Potosí, Tampico, Tijuana, Toluca, Torreón, Veracruz and Villahermosa. The Group generates more than 1,500 direct jobs in the entire network.

It also has a service and after-sale organization throughout the country which provides customer service 24 hours a day. For further information on the products and services, please visit: [www.bmw.com.mx](http://www.bmw.com.mx), [www.mini.com.mx](http://www.mini.com.mx) and [www.bmw-motorrad.com.mx](http://www.bmw-motorrad.com.mx).

#### **For further questions, please contact:**

Elizabeth Solís

BMW Group Mexico, Latin America and the Caribbean

Telephone: +52 (55) 9140-8750

Allan Díaz / Rocío Pavón

Porter Novelli

Telephone: +52 (55) 5010-3246/ 5010-3270

[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

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