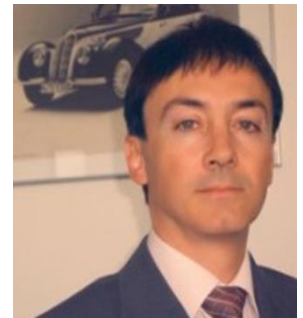


BMW Group Mexico, Latin America and the Caribbean announces changes at a corporate level

The features of orientation towards the future and the ability to change have always been characteristics of BMW Group.

Mexico City, June 28, 2016.- The Company's ongoing renovation and evolution follow the principle of designing the future in order to maintain the leadership reached throughout the first 100 years of BMW Group. Therefore, the company announces **that Antonio Antela Martinez** will hold the CEO position for importers in the Latin America and the Caribbean regions as from August 1st. His broad experience within BMW Group started in 1995; he has since performed various functions within the organization in Germany and Europe. Since 2011 he has performed as Director of the National Sales Company (NSC) in BMW Group South Africa. Antela Martinez has a Master's Degree in Business Management by the Applied Sciences University in Nürtingen, Germany.



Rolf Epp, who will now have the CEO responsibility in Argentina as from July 1st, was born in Uruguay and has studies in Business Management by the San Andres University, Argentina, and has a Master's Degree in the same specialty by the Louisville University in Kentucky, the United States of America. His broad experience within BMW Group started in 1997, and has performed different functions within the organization in Argentina, Brazil, Panama and Mexico among which the following are highlighted: Product Manager for BMW, MINI, Rover Cars and Land Rover in Argentina, Corporate Communications Director for the Latin America region, BMW Motorrad Director in Brazil achieving the installation of a BMW motorcycle plant in Manaus, and more recently, CEO of the regional office for 24 importers in Latin America.

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Vladimir Mello, as from July 18th, will hold the position of Corporate Communications Director for BMW Group Mexico, Latin America and the Caribbean, substituting Elizabeth Solis. He shall be responsible for the Corporate Communications activities management of BMW Group in Mexico, Latin America and the Caribbean, including those countries operating through importers. Within his functions, he shall also provide continuity to the corporate communications activities related to the installation of a future production plant in the city of San Luis Potosi, Mexico. His experience is priceless, since he was in charge of the areas of BMW Brazil Corporate Communications and of the plant installed in the city of Araquari. Mello is a graduate in Social Communication with a specialty in Public Relations by the Sao Paulo University, and has a Master's Degree in Business Management.



Carlos Sheridan, who from April 2014 holds the position of Area Manager in the Sales Department for the import market, will serve as MINI Director for importers in Latin America and the Caribbean as from August 1st. Carlos is an Industrial and Systems Engineer from the Tecnológico de Monterrey and has a Master's Degree in Business Management by that same education institution. In addition to his experience in BMW since 2014, he has served in other positions within other companies.



“With the start of the BMW Group’s second centenary, I am glad to announce these new appointments. I am sure that, with their experience and knowledge, all of them will lead their areas to contribute to the successful operation of our company in Mexico, Latin America and the Caribbean, respectively”, said Mr. Alexander W. Wehr, President and CEO of BMW Group Mexico, Latin America and the Caribbean.

About BMW Group

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 31 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 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of December 31, 2015, BMW Group had a workforce of 122,244 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.

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