

BMW Group announces new organizational structure in Latin America

- With the purpose to improve synergies and to strengthen the BMW Group Latin America, the operations of BMW Group Brazil will be incorporated to the regional structure after the integration of Mexico, Argentina and the importer markets (2016).
- In 2018 BMW Group has positioned itself in the first place in sales volume in the Spanish speaking countries with a growth of up to two digits in comparison to the same period of the previous year.

Mexico City, June 4, 2018. BMW Group will be carrying out, on the effective date as from June 1st, 2018, the integration of BMW Group Brazil to the current operations of BMW Group Mexico, Latin America and The Caribbean, with which, together with BMW Group Argentina, is now one of the geographical zones with the highest relevance and development for the company.

Dr. Alexander W. Wehr, President and CEO of BMW Group Latin America, will have under his responsibility the operations of the whole region, where Helder Boavida, President and CEO of BMW Group Brazil; Rolf Epp, President and CEO for BMW Group Argentina; and Antonio Antela, President and CEO Latin America importer countries will be reporting to him.

With this strategical integration, the most important since 2016, in which the Latin America and The Caribbean operation was merged with Mexico, now BMW Group will have a more robust and strategic operation to attend the needs of the Latin American markets. Likewise, it will allow a better synergy on business matters, focusing on the regional customers, the allocation of the regional production and a more competitiveness.

“Latin American markets are strategic for the global business of the company, seeking to meet the world sales objectives. Now, with the integration of BMW Group Brazil, we will be able to optimize the capacities of the two plants in such country; forming a jointly basis, with human resources, operations and a wide import and dealers network, one of the most attractive offers for trade agreements”, said Dr. Alexander W. Wehr. “We will be more strong and strategic in order to provide what our Latin American customers may need in terms of products, services and technology”, reinforced the executive.

The decision made at a global level upon integrating BMW Group Brazil within the whole region is a strategic decision that will strengthen Latin America, so generating a joint and highly productive work on vehicle commercialization matters, so potentializing operations of the Brazilian plants.

The BMW Group Plant in San Luis Potosí (Mexico) will continue under the direction of Hermann Bohrer, President and CEO. This production center will start operations in 2019 and will be a strong pillar for the commercial strategy led by the Dr. Alexander W. Wehr in a regional level.

In 2018, the BMW Group activities in the Latin American region (with operations through sales offices in Mexico and Argentina and 25 importer countries), register a growth of over 20% in comparison with the same period of the previous year, taking the first place in sales volume in the automotive Premium segment. For its part, BMW Group Brazil grew about 30% this year, which is almost twice the growth of the Premium segment in the country.



Dr. Alexander W. Wehr,
President and CEO of BMW
Group Mexico and Latin America



Helder Boavida, President
and CEO of BMW Group Brazil



Rolf Epp, President and CEO
of BMW Group Argentina



Antonio Antela, President
and CEO of the importer countries
of BMW Group in Latin America

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