

## **BMW Group Latin America selects JeffreyGroup as its new corporate communication and public relations agency.**

**As of August 1<sup>st</sup>, the specialized firm with presence in Latin America will be in charge of supporting the communication and public relations strategies of BMW Group Latin America.**

**Mexico City, August 1<sup>st</sup>, 2019.** – BMW Group Latin America selected JeffreyGroup Mexico as its new corporate communication and public relations agency in order to have support in the implementation of strategies in these areas for its three brands BMW, MINI and BMW Motorrad in the Latin American region.

With 25 years of presence in Mexico, BMW Group has established itself as a key player in the automotive industry and high-end motorcycles, due to a solid track record and technological innovations. The integration of JeffreyGroup Mexico as the new corporate communication and public relations agency of BMW Group Latin America reflects the commitment that the company has with Mexico and Latin America, since allies are required with a strategic vision of management throughout the region, and thus add to its positioning within the sector.

"For BMW Group, the Latin American market is an important pillar within the company's strategy, not only because of the success achieved through its three brands BMW, MINI and BMW Motorrad, but also because of the growth potential it represents as a region before other markets. We aim to continue strengthening our presence throughout the region, so we are confident that with the experience, working models and regional vision of JeffreyGroup will complement us to meet our objectives, through the construction of a solid communication and therefore positive reputation for the Group and its brands," said, Vladimir Mello, Head of Corporate Communications for BMW Group Latin America.

JeffreyGroup is the leading independent marketing, corporate communications and public affairs firm in Latin America. With its extensive knowledge in the consumer, automotive, technology and innovation industries, it will support the design and execution of corporate communication and public relations strategies that will contribute positively to the positioning of BMW Group Latin America.

"In JeffreyGroup we are very happy with the addition of BMW Group to our client portfolio. Without a doubt, it represents a great challenge to be part of the positioning of one of the most iconic automotive companies in the world, which has been involved in the evolution and transformation of the industry for more than 100 years," said Mauricio Gutierrez, Managing Director of JeffreyGroup Mexico.

BMW Group Latin America collaborated for nearly 15 years with the public relations agency Porter Novelli. During this period, different strategic actions were developed, with which a solid relationship was built with the Latin American media for both companies. BMW Group Latin America thanks Porter Novelli for this collaboration and wishes them success in its future projects.

### **About JeffreyGroup**

JeffreyGroup is the leading international and independent marketing, strategic communication and public affairs consulting firm in Latin America, with a successful track record of more than 20 years collaborating and advising leading companies and brands in the world and the region. In addition to its headquarters in Miami, it has its own offices in New York, Mexico City, Brasilia, Rio de Janeiro, São Paulo and Buenos Aires. In addition, a network of partners allows them to operate throughout the region. Among its customers in Mexico are Airbus, Amazon, American Airlines, Autodesk, Bain & Company, Baker McKenzie, BlackRock, Facebook, Kaspersky, Marriott, PepsiCo, Samsung, Scotiabank, Reckitt Benckiser, Tequila Patrón, among others.

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### **About 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.

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### **About BMW Group Latin America**

BMW Group in Latin American region markets the brands BMW, MINI and BMW Motorrad; as well as in some countries the BMW i sub-brand is also included. BMW Group Mexico started its activities at the end of 1994 and therefore celebrated in 2014 the 20<sup>th</sup> anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been present for more than 50 years.

BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, with a focus on car production. The other plant is located in Manaus, Amazonas, which is the first facility that manufactures the brand's two-wheeled vehicles outside Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosi, Mexico; which will start operations in 2019 with the new generation of the BMW 3 Series.

BMW Group Latin America region consists of 26 countries: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Cayman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Saint Lucia, Suriname, Trinidad and Tobago and Uruguay. Of these countries, 26 offer BMW brand, 19 offer MINI brand, 13 BMW Motorrad brand and 4 the BMW i sub-brand.

In addition, it has a service and after-sales organization, which offers customer service.

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