

BMW Group Latin America opens new corporate offices in Mexico City.

- This project consolidation is the result of the company's growth in Mexico for the last years and is part of the 25th operation anniversary celebration in the country.
- The commitment to Mexico is materialized through increasing investments of the company within the territory and the recent opening of its first Mexican manufacturing plant in San Luis Potosí.
- The decision is also in-line with the regionalization process locating the new Latin American sales office in Mexico.

Mexico City, October 21st, 2019. – From October 21st of this year, BMW Group Latin America will have a new location for its corporate offices in Mexico City at Park Plaza Torre III, Santa Fe; the country has consolidated as a key market and the operations for Mexico and Latin America are currently concentrated there.

Matthias Schlesiger, BMW Group Financial Services CEO for Mexico and Latin America and Project Leader stated that “the new offices reflect dynamisms, innovation and, more over, the commitment of the company to Mexico and Latin America. We are certain that BMW's new corporate offices in this country will allows us having a better integration and cooperation providing a different concept for individual and team work under different environments; this will indeed benefit the performance and staff welfare as well. We are here to stay”.

The project of BMW Group Latin America new corporate office at Park Plaza Torre III in Santa Fe was thoroughly developed and conceived to keep on celebrating the brand's 25th anniversary in Mexico. Now, the offices have a new area of almost 3,500 square meters for their more than 250 collaborators, where each member of the company will have new spaces aimed to provide a high-quality organization environment.

Under the standards designed by BMW Group in Munich, Germany, the company wants to consolidate a better relation among employees through a pleasant environment with avant-garde style reflecting emotion and passion as part of the brand's DNA in-line with the corporate image of the different offices worldwide.

BMW Group's success in the region has been consolidated thanks to its long-term thinking focusing in key markets, such as Mexico, where the Company is continuously investing, as evidenced by the recent opening of its manufacturing plant in San Luis Potosí, the first plant in Mexican territory.

The decision of the company's new organization has placed Mexico as the operation center for Latin America; for instance, the relocation of sales offices fro the region within the corporate offices in this country has achieved positive results since a stronger front is provided to attend the needs of different markets and processes are sped up organically.

Service information:

The new corporate offices of BMW Group Latin America

Address: Park Plaza Torre III, Av. Javier Barros Sierra 540, pisos 12 y 14, Santa Fe, C.P. 01219, Mexico City.

About BMW Group

BMW Group is the leading Premium vehicle and motorcycle manufacturer with its four brands: BMW, MINI, Rolls-Royce and BMW Motorrad; it also provides financial services and high-quality mobility products. Being a global company, BMW Group operates 30 manufacturing and assembling plants in 14 countries and has a global sales network in over 140 countries.

In 2018, BMW Group sold approximately 2 million 490 thousand vehicles and over 165 thousand motorcycles worldwide. Earnings before taxes for the financial year 2017 were approximately 9.815 billion Euros on incomes totaling 97.480 billion Euros. On December 31, 2018, BMW Group had a workforce of 134,682 employees.

BMW Group's success has always been based on long-term thinking and responsible actions. Therefore, the company has established ecological and social sustainability throughout its chain of value, responsibility in all its products and a clear commitment to the preservation of resources as part of its strategy.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

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

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

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

About BMW Group Latin America

BMW Group in Latin America markets three brands: BMW, MINI and BMW Motorrad; it also markets the sub-brand BMW i in some countries. BMW Group Mexico began its activities by the end of the year 1994, and therefore it celebrated its 25th anniversary in this country in 2019. In Latin America, it is the first importer located in Ecuador in 1958, being present in that country for over 50 years.

The Group has two plants in Brazil, one located in Araquari, Santa Catarina for the manufacture of cars. The other plant is in Manaus, Amazon, which is the first facility to manufacture two wheel vehicles of the brand outside Germany. On July 2014, the investment of one billion Dollars for the construction and operation of a manufacturing plant in San Luis Potosí, Mexico was announced; such plant began operating in 2019 with the new generation of the BMW 3 Series.

BMW Group Latin America's region comprises 26 countries: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curaçao, 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. Out of these countries, 26 offer the BMW brand, 19 provide the MINI brand, 13 the BMW Motorrad brand and 4 the BMW i sub-brand.

Also, it has a service and post-sales organization providing customer service.

For further information, please contact:

Corporate Communication - BMW Group Latin America

Vladimir Mello

Juan Bernardo Vázquez Mellado

Zolveing Zúñiga

Édgar Téllez

Tania Gómora

vladimir.mello@bmw.com.mx

bernardo.vazquezmellado@bmw.com

zolveing.zuniga@bmw.com.mx

edgar.tellez@bmw.com.mx

tania.gomora@bmw.com.mx

Corporate Communication - San Luis Potosí (Mexico) Plant

Christine Graeber
Elizabeth Arreguín

christine.graeber@bmwgroup.com
elizabeth.arreguin@bmw.com.mx

Corporate Communication - Argentina

Gonzalo Rodiño

gonzalo.rodino@bmw.com.ar

Regional Public Relations Agency - JeffreyGroup

Adriana Olmedo
Vanessa Angulo
Antonio Domínguez
Ángela Del Castillo
Guillermo García
Pablo Bou

aolmedo@jeffreygroup.com
vangulo@jeffreygroup.com
adominguez@jeffreygroup.com
adelcastillo@jeffreygroup.com
ggarcia@jeffreygroup.com
pbou@jeffreygroup.com

San Luis Potosí (Mexico) Plant - JeffreyGroup

Denys Méndez
Marisol Borbolla
Arturo Tobias
Zaira Nolasco

dmendez@jeffreygroup.com
mborbolla@jeffreygroup.com
atobias@jeffreygroup.com
znolasco@jeffreygroup.com

www.press.bmwgroup.com/mx.html