

## **BMW Group Latin America Leadership Announcement.**

- Alexander W. Wehr will be appointed Customers, Brand and Sales President for BMW Motorrad globally. Reiner Braun will be appointed President and Chief Executive Officer of BMW Group Latin America; he currently holds the position of President and CEO of BMW Group Canada.
- Alejandro Echeagaray will be appointed CEO of Importer Markets in Latin America and the Caribbean for BMW Group Latin America. Dirk Biehler will be Alejandro Echeagaray's successor and will hold the position of Regional Head of BMW Motorrad for Latin America.

**Mexico City, November 30<sup>th</sup>, 2021.** From January 1<sup>st</sup>, 2022, BMW Group Latin America will make some changes to its senior executive structure:

Sebastian Mackensen, President & CEO of BMW of North America, LLC, announced today that **Alexander W. Wehr, President and Chief Executive Officer of BMW Group Latin America will be appointed Customers, Brand and Sales President for BMW Motorrad worldwide** and will go back to Munich, Germany, on January 1<sup>st</sup>, 2022. It is worth remarking that after nearly six years of strategic management for Latin America, Alexander achieved a consistent and sustainable leadership for BMW Group in the region. In this new position heading BMW Motorrad, Alexander will be responsible for the brand and sales strategy globally, aiming the leading position for the Premium motorcycle segment.



**Reiner Braun will be appointed as President and Chief Executive Officer of BMW Group Latin America from February 1<sup>st</sup>, 2022; currently, he is President and CEO for BMW Group Canada.** Reiner joined BMW Group in 1999, and throughout his career he has held several senior executive positions in Europe, Asia, Latin America and recently in Canada. Digital transformation of the business in Canada is one of his achievements which strengthened the electric mobility strategy of BMW Group in such country.



"I thank Alexander for his remarkable commitment to Latin America which has been proven with the solid business regionalization process. It consisted of establishing a regional structure operated from Mexico which assured the strengthening of our business operation in these markets as well as the relationship with our Dealers and Importers network. Regionalization accounted for an essential foundation for building the remarkable leadership of BMW Group in the region.

Also, I congratulate Reiner for his achievements during the last two years when he led the operation of BMW Group Canada. There, he successfully managed the business through a volatile period while supporting our customers and their mobility needs was a great accomplishment. Reiner was instrumental in working alongside the Canadian retail network; he has done a commendable job preparing the organization and the

retail network for our transformation into a more digital and a more electrified company. Finally, I am sure that the Latin American region will welcome Reiner with open arms, who knows the 'latino' idiosyncrasy very well, having previously worked for the BMW Group in Latin America – at the early 2000s - and in Spain (2011-2014).

I wish Alexander and Reiner success facing their new professional challenges," commented Sebastian Mackensen.

**Alejandro Echeagaray will be appointed CEO of Importer Markets in Latin America and the Caribbean for BMW Group Latin America replacing Antonio Antela as CEO for this market who has decided to retire.** This business region comprises 24 countries in Central and South America, including the English and Spanish speaking Caribbean islands. Currently, Alejandro is Head of BMW Motorrad in Latin America which comprises Brazil, Argentina, Importer Markets, and the Caribbean, as well as Mexico.

As part of this new professional stage, Alejandro will be responsible for continuing BMW Group's leadership in Latin America within the motor vehicle Premium segment for Latin America and the Caribbean. Echeagaray will directly report to Reiner Braun as soon as he takes office as President and CEO of BMW Group Latin America.



**In his turn, Dirk Biehler will replace Alejandro as Regional Head of BMW Motorrad in Latin America.** Throughout his professional career with BMW Group, Dirk has supported BMW Motorrad's business in Mexico, Argentina, and the Importer Markets. Also, he worked several years in United States with BMW Motorrad USA team as President and CEO of Husqvarna Division. His knowledge about BMW Motorrad comprises the business management, sales planning, CKD and marketing planning.



"I want to thank and congratulate Alejandro Echeagaray and Dirk Biehler for their commitment, performance, empathy, and engagement in their current positions. We are also convinced that both have the capacities, skills and knowledge to be applied to the areas they will lead; we are certain that they will keep the development and leadership lines, respectively. On the other hand, we deeply thank Antonio Antela for his work as CEO of BMW Group Latin America's Importer Markets for the last five years when he led an important and successful development in the region. Antonio was part of BMW Group for over 20 years. We indeed wish him success and prosperity in his personal projects", said Alexander W. Wehr.

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#### **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 31 manufacturing and assembling plants in 15 countries and has a global sales network in over 140 countries.

In 2020, BMW Group sold over 2.3 million vehicles and over 169,000 motorcycles worldwide. Earnings before taxes for the financial year 2020 were approximately 5.222 billion Euros on incomes totaling 98.990 billion Euros. As of December 31, 2020, BMW Group had a workforce of 120,726 employees.

BMW Group's success has always been based on long-term thinking and responsible actions. The company set the course towards the future in an early stage and consistently, making sustainability and efficient management the essential resources for its strategic management from the supply chain through production until the end of all products' life cycle.

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#### **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.

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

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