

BMW Group Latin America announces changes to its Corporate Communications leadership team.

- Vladimir Mello, currently Corporate Communications Director for Latin America, will **assume a new leadership position at the company's** headquarters in Munich (Germany).
- Joao Veloso, currently Head of Communications for Brazil, appointed as new Corporate Communications Director for Latin America.

Mexico City. June 14th, 2022. From September 1st, 2022, BMW Group Latin America will make some changes to its Corporate Communications leadership structure:

Adam Sykes, Government Affairs & Corporate Communications Vice-President for the Americas region, announced today that Vladimir Mello will assume a new management position at the **global Corporate Communications team at the company's Headquarters. As part of this new** professional stage, Vladimir will be responsible for the strategic planning of international product-related programs. He will be based in Munich and will integrate the Product Communications team led by Nikolai Glies, Corporate Communications Global Vice-President.

After six years leading the Latin American Public Relations (PR) team, Vladimir played an important role in **consolidating the communications' regional structure both on internal and external perspectives. In addition to managing BMW Group Latin America's reputation positioning** towards key regional stakeholders, he was also involved on important production milestones at the region, by supporting the communications processes leading to the inauguration of the **company's Araquari (Brazil) and San Luis Potosí (Mexico) plants. With over 20 years of expertise** in Public Relations - and collaborating to BMW Group since 2013 - Vladimir will continue his international communication career in Germany, after experiences in Brazil and Mexico.

João Veloso will take over the responsibility as Latin America Corporate Communications Director from September 1st, 2022. He will join the regional management team reporting to Adam Sykes. In his new role, Joao will be responsible for managing the Corporate Communication activities in Latin America, leading the teams in Mexico, Brazil, Argentina and Latin America Importer **Markets. Being part of BMW Group since 2016, Joao boosted the Group's visibility in Brazil and** contributed for company and brands reputation with targeted stakeholders in this market. He also **supported communications processes leading to the inauguration of the company's motorcycle** plant in Manaus.

With over 20 years of international expertise, João's previous responsibilities include Latin American media relations activities and local PR development for different automotive brands. A new Senior Manager of Corporate Communications for Brazil will be soon nominated.

"I thank Vladimir Mello and Joao Veloso for their commitment to the region Latin America and to the Corporate Communications team, by leading our regional reputation positioning and proper stakeholder engagement. I wish all the best for them both in their new professional challenges", says Adam Sykes.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About BMW Group Latin America

The BMW Group in Latin American has presence in the region with the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub-brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25th anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been active for more than 50 years.

The BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, focused on the production of cars. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheelers for the brand outside of Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the production of the new generation of the BMW 3 Series, and in 2021 it was announced that it would expand its operation to include the manufacture of the BMW 2 Series Coupé that is exported all over the world.

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

For more information please contact:

Corporate Communications - BMW Group Latin America

Vladimir Mello

Juan Bernardo Vázquez Mellado

Zolveing Zúñiga

Edgar Tellez

Paula Argandoña

vladimir.mello@bmw.com.mx

bernardo.vazquezmellado@bmw.com.mx

zolveing.zuniga@bmw.com.mx

edgar.tellez@bmw.com.mx

paula.argandona@bmw.com.mx

Corporate Communications – BMW Group San Luis Potosi Plant (Mexico)

Elizabeth Arreguin

elizabeth.arreguin@bmw.com.mx

Julián Argüelles

julian.arguelles@bmw.com.mx

Corporate Communications – BMW Group Argentina

Gonzalo Rodiño

gonzalo.rodino@bmw.com.ar

Corporate Communications – BMW Group Brazil

João Veloso

joao.veloso@bmw.com.br

Paula Cichini

paula.cichini@bmw.com.br

BMW Group LatAm - Regional Public Relations Agency – JeffreyGroup

Equipo JeffreyGroup - BMW Group Latinoamérica

bmwgrouplatam@jeffreygroup.com

San Luis Potosi Plant (Mexico) – Public Relations Agency JeffreyGroup

Equipo JeffreyGroup - BMW Group Planta SLP

bmwplantaslp@jeffreygroup.com

BMW Group Brasil – Public Relations Agency JeffreyGroup

Equipo JeffreyGroup - BMW Group Brasil

grupobmw@jeffreygroup.com

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