

BMW Group America announces changes to its leadership team.

- Aksel Krieger, currently BMW Group Brazil President and CEO, nominated Regional Vice-President of the Eastern Region, BMW North America, LLC.
- Maru Escobedo, currently BMW Group Mexico CEO, appointed as new BMW Group Brazil President and CEO.

Mexico City. October 7th, 2022. Shaun Bugbee, BMW North America, LLC Executive Vice-President, Operations is pleased to announce that Aksel Krieger will assume the role of Regional Vice-President, Eastern Region replacing Tom Shanley, that is now nominated Vice President, Western Region. Aksel Krieger change will be effective on December 1st.



Aksel brings over 22 years of automotive and financial services international experience. In his most recent role, he was the BMW Group CEO in Brazil responsible for the overall market development, steering and strategy. During his tenor he reshaped the company aligning the team to a clear strategy maximizing customer and dealer satisfaction, digitalization and regaining market leadership. Furthermore, was responsible for establishing BMW in Brazil as a leading player for electrification in the country.

Aksel is a home-grown BMW executive having started his career at BMW Financial Services in Brazil. Furthermore, he has advanced his experience through numerous positions with increasing responsibilities in the finance and sales divisions of the BMW Group. Aksel brings a vast international experience across different markets – China, South Africa and Germany. In these markets he has built startups, lead turnarounds and shaped cultural transformations.

In his new role as Regional Vice President, Aksel will leverage his extensive experience to shape and advance all aspects of the Eastern Region to drive the business in the region.

Reiner Braun, President, and CEO of BMW Group Latin America announces today that Maru Escobedo is appointed as President and CEO of BMW Group Brazil from January 1st. Current, she is CEO of BMW Group Mexico.

Maru Escobedo brings over two decades of international experience in the premium mobility market and faced different challenges in the BMW Group since 1998, when she joined the company. With a customer orientation, Maru consolidated the BMW Group in Mexico with sales leadership for BMW and MINI in the premium segment, including a product portfolio renovation that introduced the market to the newest product and technology global trends.



Maru´s experience includes different regional and national leadership activities in the BMW Group Latin-American team and a management position in Germany where she managed different sales roles for BMW and MINI in Europe. In Mexico, she also led the BMW brand to an electrification leadership in the country.

Maru is a key opinion leader in Mexico and is recognized among "The 500 Most Influential People in Latin America" by Bloomberg Linea. She was also listed among "Top 100 most powerful women in Mexico" by Forbes Magazine.

A new CEO for BMW Group Mexico will be announced soon.

"I would like to thank Aksel and Maru for their deliveries on accelerating the transformation in the region focusing on electric, digital and circular approaches. The regional integration gets stronger with their new roles and challenges", says Reiner Braun, President, and CEO of BMW Group Latin America. "Our customer focus will also remain as a consistent target on future actions to sustain our regional leadership on electrified models, technologies and services", reinforces the executive.

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 over 30 production sites worldwide; 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 2021 was € 16.1 billion on revenues amounting to € 111.2 billion**. As of 31 December 2021, the BMW Group had a workforce of 118,909 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.

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 BMW 3 Series production; in 2021 was announced the expansion of its operation to include the manufacture of the BMW 2 Series Coupé that is exported worldwide; and in 2022 will begin the production of the BMW M2.

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

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