

## BMW Group America announces changes to its leadership team.

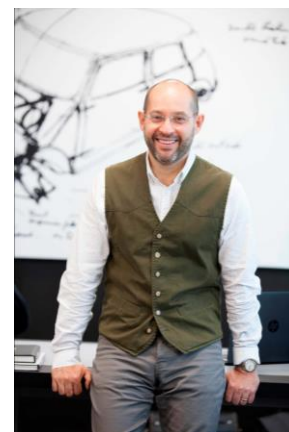
- Diego Camargo, currently BMW Group Latin America Customer Support Director, is appointed as BMW Group Mexico CEO.
- Juan Pablo Madrigal, currently head of BMW AG Market Integration, Technology, Service and Spare Parts, is appointed as BMW Group Latin America Customer Support Director.

Mexico City. November 8<sup>th</sup>, 2022. Reiner Braun, President and CEO of BMW Group Latin America announced today that Diego Camargo, current BMW Group Latin America Customer Support Director will lead the BMW Group Mexican operations as CEO from January 1<sup>st</sup>, 2023. He replaces Maru Escobedo, recently appointed as BMW Group Brazil President and CEO.

Diego demonstrated a strong performance and leadership track record of almost 20 years in the Americas Region, with senior assignments in sales, marketing and customer support. Over the last seven years, he contributed considerably to improve the strategic and operational development of the Customer Support business in Latin America. Diego also launched the BMW and MINI app stores and introduced digital services across the region to speed up digital services, processes and customization. In his new role as BMW Group Mexico CEO, Diego will continue his close collaboration with the BMW and MINI Dealer Network with the goal of strengthening the partnership, maintaining sales leadership and grow customer satisfaction in Mexico.



Juan Pablo Madrigal is appointed as BMW Group Latin America Customer Support Director taking the lead on all aftersales activities in the Latin American markets, growing customer-orientation and further accelerating the digitization of the BMW Group business in the region. Juan Pablo relies on strong local roots and an impressive international leadership background. He joined BMW Group Mexico in 1995 as a technical trainer; since 2002, as an Aftersales Director, Madrigal has been appointed for international senior assignments in China, Germany and Spain. His expertise includes a broad range of roles in customer support assignments, digitalization and logistics. Juan Pablo Madrigal will be based at BMW Group Latin America Regional Office, in Mexico City, from February 1<sup>st</sup>, 2023.



**"I'm pleased to see strong executives** from the region growing in our organization, driving performance, customer orientation and sustainable leadership in our markets. We see highly committed local talents taking leadership positions with a strong focus of transforming BMW

Group Latin America business into an **electric, digital and circular future**" says Reiner Braun, President and CEO of BMW Group Latin America. "As market leaders in the Premium segment and also leading in the sales of electrified models in the region, we will continue to accelerate the **transformation of BMW Group with the best team to deliver our goals**", reinforces the executive.

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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 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 25<sup>th</sup> anniversary of its presence in this country. In the Latin American region, the first importer was located in Ecuador in 1959, with which it has been present for more than 60 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 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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