

BMW Group Financial Services Latin America announces a new CEO for Mexico and Importer Markets.

Mario Lourenco is appointed CEO BMW Group Financial Services Mexico and Importer Markets and Spiros Philippas is appointed CEO for BMW Financial Services Poland and Alphabet Poland, both changes effective May 1st, 2025.

Ciudad de México. December, 17, 2024. Birgit Boehm, President and Chief Executive Officer of BMW Group Financial Services for Americas Region announces that effective May 1st, 2025 Mario Lourenco is appointed as CEO, BMW Group Financial Services Mexico and will relocate to Mexico City. Mario will take over the position from Spiros Philippas, who will take up a new challenge as CEO, BMW Group Financial Services Poland and Alphabet Poland, as of May 1st, 2025.



Mario is originally from Portugal and has over 25 years of experience in the financing services industry, leading diversified teams and initiatives for business development, project implementation and operational excellence. He started his career within the BMW Group in 2006 by joining BMW Group Financial Services Portugal and since 2013, has assumed different leadership positions in Brazil, Spain and the latest as Chief Operating Officer at BMW AFC China.

Mario has a major in Economics and Management from Universidade Tecnica - ISEG in Portugal.



"I thank Spiros for his commitment to the Latin American region reaching all time record results for new business volume, for opening our operations in Costa Rica and for leading the BMW Group Mexico Sustainability Circle combining activities from BMW Group Financial Services, BMW Group Mexico and our Plant San Luis Potosi; on behalf of all associates, I wish him success with his new assignment. Likewise, I give the warmest welcome to Mario, his expertise and broad global experience will be key to further strengthen and grow BMW Group Financial Services development in the region", said Birgit Boehm, President and CEO of BMW Group Financial Services for Americas Region.

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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 is a leader in Premium individual mobility technology products and services in Latin America, where it markets its three brands BMW, MINI and BMW Motorrad. BMW is the favorite premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2023 the brand has sold 41,315 units. MINI has sold 7,250 units in the same period. BMW Motorrad has sold 26,378 motorcycles, setting a sales record. BMW is the best-selling Premium brand in Brazil, Mexico and Importer Markets. With electrification as one of the Group's pillars, around 25% of BMW Group sales in Latin America are plug-in electric or hybrid vehicles. The BMW Group has delivered around 45,000 personal or corporate charging equipment in the region.

The Group has 4,700 employees in the Latin American region. Its sales offices are located in Argentina, Brazil and Mexico (where the regional office is located). The BMW Group production plants in the region are located in Brazil and Mexico. Brazil has two plants, one located in Araquari -Santa Catarina, focused on the production of cars.; the other plant in Manaus, Amazonas, which is the first facility to manufacture motorcycles outside of Germany. In Mexico, the investment of one billion dollars for the construction and operation of a BMW Group plant in San Luis Potosí was announced in July 2014. This production site began operations in 2019 with the production of the BMW 3 Series; In 2021, the expansion of its operation was announced to include the manufacture of the BMW 2 Series Coupé and in 2022 the BMW M2, both exported worldwide. In 2027, the San Luis Potosí plant will incorporate the production of electric vehicles and batteries with an investment of 800 million dollars.

As additional information, Brazil has an Engineering team to support global developments, in addition to the challenges in the region, and a customer support organization that offers attention to consumers.

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