

## BMW Group Latin America announces organizational changes: local talent for regional management.

Hernando Carvajal is appointed Regional Head of Sales Operations for BMW Group Latin America and Luciana Francisco is appointed Head of Marketing for the BMW brand at BMW Group Latin America, both changes will be effective on July 1st, 2025.

Mexico City, May the 26<sup>th</sup> 2025. Reiner Braun, President and CEO of BMW Group Latin America announces that effective on July 1<sup>st</sup>, 2025, Hernando Carvajal is appointed Regional Head of Sales Operations for BMW Group LatAm. He will succeed Alexander Luhn, who has held the position since 2018 and will support the transition before returning to Germany in September.

Luciana Francisco is now appointed Head of Marketing for the BMW brand at BMW Group Latin America starting July 1<sup>st</sup> 2025.

Hernando Carvajal is originally from Colombia and has an extensive background in the Group. He began his career at BMW Group in 2000 at BMW North America as part of the Product Strategy and Planning team. From 2007 to 2012, he worked in Munich at BMW AG as Marketing and Communication Manager for the Americas region. Subsequently, as Product Manager, he was responsible for the profitability of the BMW Series 7 globally from 2010 to 2012. In 2012, he arrived in Mexico where he has led Sales areas for the Importer Markets in LatAm and Marketing for BMW brand. Hernando holds a Bachelor of Science in Aerospace Engineering from Worcester Polytechnic Institute, as well as a Master of Business Administration from the F.W. Olin Graduate School of Business at Babson College.



Luciana Francisco is originally from Brazil and has extensive experience in the automotive sector, bringing a strong track record in strategic marketing leadership. She began her career at BMW Group Brazil in 2014, where she served as Sr. Manager of Marketing and Product for BMW Motorrad. Since 2018, she has held the position of Head of Marketing and Product for BMW Motorrad North America, where she has been responsible for directing the national marketing strategy, brand positioning and strategic product planning for the U.S. market. She acted as a consultant for the implementation of the regional structure of BMW Motorrad Latin America. Prior to her career with BMW, Luciana dedicated over 15 years on premium automotive brands in Brazil, where she had significant experience across various departments, including Sales and Marketing for Commercial Vehicles in the Latin America and Caribbean markets, before moving over to Marketing department for passenger cars. This diverse experience highlights her strategic acumen and versatility in driving brand success across regions.



She holds a degree in Business Administration from the Municipal University of Sao Caetano do Sul; a specialization in Marketing Management from Mackenzie Presbyterian University; and a Master of Business Administration (MBA) from the Getúlio Vargas Foundation.

Both executives will be located in Mexico City at the BMW Group Latin America Regional Headquarters and will report to Reiner Braun.

**"I am thrilled that two regional talents (out of Colombia and Brazil) will be leading operations in Latin America;** with their extensive market knowledge and broad professional background, I have no doubt that jointly they will boost the BMW business and brand as a whole to the next level.

**Hernando Carvajal's extensive experience and leadership will ensure continuity of our successful** strategy and continue to build on our strong momentum in sales. Luciana Francisco will add very valuable experience, creativity and strategic vision to our marketing team and further enhance our regional BMW marketing strategy and customer focus.

I would like to sincerely thank Alexander Luhn for his dedication and leadership in strengthening our regional sales operations, boosting the point-of-sale experience for our customers and for growing our business across all sales channels to new highs **during the last years"**, said Reiner Braun, President and CEO of BMW Group Latin America.

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#### The 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 provides premium financial 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. **The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion.** As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. **Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.**

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#### BMW Group Latin America

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 top-selling premium automotive brand in Latin America, with more than one in three vehicles sold in the region. In 2024, the brand has sold 42,886 units. MINI has sold 6,383 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the region, setting a sales

record. BMW is the best-selling premium brand in Brazil, Mexico, and Importer Markets. BMW Motorrad has achieved record sales and now has three of its 15 main global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Open Technology Approach enables a gradual transition to electromobility, offering customers the choice between battery-electric, plug-in hybrid, or combustion powertrains. More than 20% of BMW Group's sales in Latin America consist of electric or plug-in hybrid vehicles. BMW Group has delivered approximately 80,000 personal or corporate charging units across the region.

The Group has 5,000 employees in the Latin American region. Its sales offices are located in Argentina, Brazil, and Mexico (where the regional office is based). BMW Group's production plants in the region are located in Brazil and Mexico. Brazil operates two plants: one in Araquari, Santa Catarina, focused on auto-mobile production, where BMW X5 PHEV production began in 2024. The other plant in Manaus, Amazonas, is the first facility to manufacture motorcycles outside of Germany. In Mexico, a one-billion-dollar investment was announced in July 2014 for the construction and operation of a BMW Group plant in San Luis Potosí. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, an expansion was announced to include the manufacturing of the BMW 2 Series Coupé, and in 2022, the BMW M2, both exported worldwide. Starting in 2027, the San Luis Potosí Plant will incorporate electric vehicle and battery production with an \$800 million investment.

As additional information, Brazil has an engineering team to support global developments, regional challenges, and customer support organization, providing consumer assistance.

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