

BMW Group announces organizational changes in BMW Motorrad Latin America.

From August 31st, Dirk Biehler, Head of BMW Motorrad Latin America since 2022, will willingly leave his position. Temporarily, Kevin Philips, Vice President of BMW Motorrad for the Americas, will assume responsibilities for the Latin America region.

Mexico City. August 14th, 2025. BMW Group announces organizational changes in BMW Motorrad Latin America, effective August 31st, 2025:

Kevin Philips, Vice President of BMW Motorrad for the Americas, states that effective August 31st, 2025, Dirk Biehler will willingly step down as Head of BMW Motorrad Latin America to pursue new projects. Temporarily, Kevin Philips will take on responsibilities for the Latin America region. A successor to the position will be announced soon.



Dirk Biehler joined BMW Group in 1994, where he held various positions, including Regional Sales Director for BMW Motorrad in Munich and National Marketing Manager for BMW Motorrad in the United States. In addition, as Head of Sales Channel Development and Customer Relationship for Latin America, he was also involved in the synergy project for the creation of the regional Hub.

In 2022, Biehler was appointed Head of BMW Motorrad Latin America. During his first year in this role, he demonstrated solid leadership in the Latin markets, achieving a +17.2% sales growth compared to 2021. Since then, he has maintained strong leadership of BMW Motorrad in the Premium segment, with a 50% share of the regional premium market.

With his experience, he contributed in 2023 to the regionalization of the brand for Latin America, creating a more efficient structure to facilitate and consolidate reporting to headquarters. Additionally, for three consecutive years, LATAM has surpassed the total sales volume of Germany, positioning key markets like Brazil in the Top 10 globally.

"I want to thank and congratulate Dirk for his commitment, performance, and outstanding career at BMW Group and BMW Motorrad over the years. Under his direction, BMW Motorrad established itself in Latin America as the leading motorcycle brand in the Premium segment. His leadership was also essential for the regionalization of BMW Motorrad operations in the region. We wish him much success in his personal projects," said Kevin Philips, Vice President of BMW Motorrad for the Americas.

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 automobile 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 automobile 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.

For more information please contact:

Corporate Communications - BMW Group Latin America

Joao Veloso

Juan Bernardo Vázquez Mellado

joao.veloso@bmw.com.mx

bernardo.vazquezmellado@bmw.com.mx

Julián Argüelles
Erika Ferrer

julian.arguelles@bmw.com.mx
erika.ferrer@bmw.com.mx

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

Elizabeth Arreguín
Miroslava Reyes

elizabeth.arreguin@bmw.com.mx
miroslava.rivas@bmw.com.mx

Corporate Communications – BMW Group Argentina
Gonzalo Di Gregorio

gonzalo.di-gregorio@partner.bmw.com.ar

Corporate Communications – BMW Group Brazil

Fabiano Severo
Paula Cichini

fabiano.severo@bmw.com.br
paula.cichini@bmw.com.br

Regional Public Relations Agency – INK PR
INK PR Team - BMW Group Latin America

BMWGroupLatAm@inkpr.com.mx

San Luis Potosi Plant (Mexico) – Public Relations Agency JeffreyGroup
INK PR Team - BMW Group SLP Plant

plantabmwslp@inkpr.com.mx

BMW Group Brazil – Public Relations Agency JeffreyGroup
JeffreyGroup Team - BMW Group Brazil

grupobmw@jeffreygroup.com

BMW Group PressClub

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