

BMW Group announces leadership changes in BMW Motorrad Latin America.

From January 1st 2026, Frederic Stik will take over the position as Head of BMW Motorrad Latin America.

Mexico City. November 10th, 2025. Kevin Philips, Head of BMW Motorrad for the Americas, states that effective January 1st, 2026, Frederic Stik will take over the position as Head of BMW Motorrad Latin America.

Frederic Stik entered BMW Group France in 2003 as Head of Special Sales and Used Vehicles. In 2015 he joined BMW Motorrad and held several key management positions, including General Manager of BMW Motorrad France and Regional Director for BMW and MINI. In his current role as Head of BMW Motorrad for Region Europe, Stik has successfully driven regional growth and brand development while leveraging new technologies to enhance business performance and deliver sustainable brand experiences. With over 25 years of experience in the mobility, car, and motorcycle industries, Stik is known for his strategic vision and strong multicultural leadership in complex markets. His broad expertise spans sales, after sales, marketing, and dealer development.



Frederic Stik graduated from the ESDE-Sup Business School and the Executive Education program at HEC Paris and speaks French, English, German, and Polish.

"Latin America is a compelling region for BMW Motorrad, with continuous growth and a Plant located in Manaus, Brazil, to satisfy the demand in the market. I am confident that Frederic's leadership philosophy centered on sharing a strategic vision and fostering a positive mindset among teams and business partners, will assist in continuing building a long-term success. I wish him every success in his new role" said Kevin Philips, Head 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 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 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.

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