

Media Information
14 December 2018

New leadership for BMW Brand Management Jens Thiemer new Head of Brand Steering and Marketing

Munich. From 1 January 2019, Jens Thiemer will be the new head of BMW Brand Management. Following his degree in business studies, Thiemer (46) has gained many years of experience in automotive brand management and marketing, both from a manufacturer's and a consultant's perspective.

“Brand management and marketing are crucial fields for a premium car company operating in today's highly competitive environment,” said Pieter Nota, BMW AG Management Board Member for Sales and Brand BMW. “To ensure our continuing success in this very competitive business, we will be extending this area in the coming months. I am delighted that Jens Thiemer, a highly experienced marketing specialist, is joining us at this time,” Nota continued. “Our joint goal is to achieve a seamless brand experience for our customers, across all touchpoints.”

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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 also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on

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revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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