

Media Information  
April 01, 2021

## **Personnel changes at the BMW Group**

### New responsibilities at BMW Welt and BMW Group Classic

**Munich.** Change of leadership at BMW Welt – as of 1<sup>st</sup> July 2021 Tatjana Bister (51) will take over as head of the BMW Group's international experience and delivery centre. After five years as head of the BMW Group retail outlet in Vienna she moves to Munich and the BMW Welt, Bavaria's most popular tourist attraction. Before joining the BMW Group in 2016, she held various international management positions.

Tatjana Bister is going to take over this function from Helmut Käs (55), who will be appointed as the new head of BMW Group Classic and BMW Museum as of 1<sup>st</sup> May 2021 – after leading the BMW Welt for almost seven years he succeeds Ulrich Knieps, who retired at the end of 2020.

Helmut Käs has been with the BMW Group since 1990. Prior to his role at the BMW Welt, he was in charge of the BMW retail outlet in Fröttmaning and previously he was the long-time head of MINI Munich.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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