



Media Information
8 March 2012

BMW Group announces strategic changes to Board of Management structure

Future challenges call for new organisation

Draeger head of Purchasing and Supplier Network

Diess to manage R&D Division

Robertson responsible for BMW Sales and Marketing and Future Retail

Krüger assumes responsibility for MINI, Rolls-Royce and Motorrad

Caiña-Andree joins BMW Group Board of Management as Head of Human Resources

Munich. The BMW Group will undertake a strategic realignment of its Board of Management structure, effective 1 April 2012. "The rigorous implementation and refinement of our successful Strategy Number ONE will place even further demands on our company in the future. We need an organisation that can handle the increasing complexity of the tasks involved to ensure that the BMW Group maintains its successful course in the future," said Dr.-Ing. Norbert Reithofer, Chairman of the Board of Management of BMW AG, in Munich on Thursday.

Some of the structures and responsibilities within the Board of Management will be reorganised accordingly: Board of Management members Dr.-Ing. Klaus Draeger, previously responsible for the R&D Division, and Dr.-Ing. Herbert Diess, previously responsible for the Purchasing and Supplier Network, will switch roles: Diess will assume responsibility for the R&D Division within the Board of Management, and Draeger for the Purchasing Division.

Ian Robertson will be responsible for Marketing and Sales for the BMW brand and its BMW M and BMW i sub-brands, as well as the BMW Group distribution channels.

Harald Krüger will remain the Board of Management member responsible for Human Resources and continue his role as labour relations director until June 30, 2012. In addition, he will manage a newly-formed division with responsibility for MINI, Rolls-Royce and BMW Motorrad, including the product lines and marketing and sales for each area. He will also be in charge of expanding the BMW Group's aftersales business, which is a key focus of the company's Strategy Number ONE.



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Effective 1 July 2012, Milagros Caiña-Andree will assume responsibility for the BMW Group Human Resources Division and take on the role as labour relations director. She is currently Head of Human Resources in the Transport and Logistics division of the Deutsche Bahn Group and the board member responsible for Human Resources at Schenker AG.

“All BMW AG Board of Management members have performed their functions exceptionally well over the past several years. We value executives with a global approach and a wide range of expertise who have proven themselves within diverse areas of the company,” stated Chairman of the Supervisory Board of BMW AG, Prof. Dr.-Ing. Joachim Milberg, following a meeting of the Supervisory Board in Munich on Thursday.

“We are delighted to have Ms Caiña-Andree join the BMW Group, as someone who has already been highly successful in various companies and fields throughout her career. Ms Caiña-Andree will bring extensive expertise in operational and strategic human resources and personnel management to the BMW Group,” added Professor Milberg.

There will be no changes in the Finance and Production divisions. BMW Group Board of Management members Dr. Friedrich Eichiner and Frank-Peter Arndt will retain responsibility for their current divisions.



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If you have any questions, please contact:

Corporate Communications

Mathias Schmidt, Business and Financial Communications

Telephone: +49 89 382-24118, Fax: +49 89 382-24418, mathias.m.schmidt@bmw.de

Alexander Bilgeri, Business, Financial and Sustainability Communications

Telephone: +49 89 382-24544, Fax: +49 89 382-24418, alexander.bilgeri@bmw.deMedia website: www.press.bmwgroup.comEmail: presse@bmw.de**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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