



Media information
30 November 2021

Timo Resch becomes Vice President Customer, Brand, Sales at BMW M GmbH.

Dr. Alexander W. Wehr moves back to the head office and takes over as Vice President Customer, Brand, Sales at BMW Motorrad.

Munich. With the start of the anniversary year, the position of Vice President Customer, Brand, Sales at BMW M GmbH is being filled. Timo Resch will be responsible for the sales and marketing activities of the BMW Group subsidiary from 1 January 2022. Resch previously held the same function for BMW Motorrad, where continuous sales growth has been achieved under his leadership since 2017. At BMW M GmbH, which celebrates its 50th anniversary in 2022, he will succeed Thomas Felbermair, who has held this position since July 2019 and is leaving the company at the turn of the year at his own request.

"We would like to thank Thomas Felbermair for his great commitment to strengthening our sales division. During his tenure, BMW M GmbH has significantly expanded its product range and become the top-selling supplier in its competitive environment," said Franciscus van Meel, CEO of BMW M GmbH.

Timo Resch has been working for the BMW Group in both the automotive and motorcycle divisions since 2014. He was Head of Product Management for the BMW X5, BMW X6 and BMW X7 models as well as the BMW 7 Series and BMW 8 Series before joining BMW Motorrad in May 2017.

"I am very pleased that with Timo Resch we have been able to gain an experienced sales and marketing expert who already has an impressive track record of steadily increasing sales figures in his previous role at BMW Motorrad," says Franciscus van Meel. "In our anniversary year, we are facing new exciting challenges together, which will be marked in particular by new products and the development of performance and high-performance models with electrified drive systems."

Dr Markus Schramm, Senior Vice President BMW Motorrad: "I would like to thank Timo Resch for his extraordinary commitment, which has helped us in achieving numerous successes and records over the past four years together with our business partners and the entire BMW Motorrad team. Under his leadership, 2017, 2018 and 2019 each year ended as the most successful financial year in the brand's history. In addition, he manoeuvred the sales division through the difficult Corona times with very great success. In 2021, BMW Motorrad is also heading for another sales record."



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Dr. Alexander W. Wehr will take over as Vice President Customer, Brand, Sales of BMW Motorrad on 1 January 2022. He started out at the BMW Group in 1997 as the Product Manager of the BMW Z8. This was followed by various management positions within the BMW Group, among others as the Head of Worldwide Volume Planning and Sales Steering of the automotive segment. Most recently, he was President & CEO of BMW Group Latin America, leading the BMW subsidiaries in Mexico, Brazil and Argentina, as well as 24 importers markets in the region.

"I thank Alexander for his remarkable commitment to Latin America which has been proven with the solid business regionalization process. It consisted of establishing a regional structure operated from Mexico which assured the strengthening of our business operation in these markets as well as the relationship with our dealers and importers network. Regionalization accounted for an essential foundation for building the remarkable leadership of the BMW Group in the region and the outstanding segment share development in the region", says Sebastian Mackensen, Head of BMW Group Region Americas and President & CEO for BMW of North America.

Dr. Markus Schramm, Senior Vice President BMW Motorrad: "We are very pleased to have won Alexander Wehr, an experienced colleague and motorcycle enthusiast, for the position of Vice President Customer, Brand, Sales BMW Motorrad. With his extensive sales competence, he will provide important impetus on the way to achieving our goal of becoming the number one in the premium motorcycle segment worldwide."



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BMW M GmbH is a wholly owned subsidiary of the BMW Group and has the status of an independent automobile manufacturer. The company is the world's most successful supplier of performance and high-performance automobiles. As the market leader in this exclusive segment, BMW M GmbH was able to close the past two financial years with record sales in each case. In the anniversary year 2022, numerous new BMW M automobiles in various vehicle segments are to be launched. The product offensive offers will inspire particularly performance-oriented fans and new target groups hallmark BMW M brand performance.

The fuel consumption, CO2 emissions, electric power consumption and electric range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, NEDC figures consider the different sizes of the selected wheels/tyres, while WLTP figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. Any NEDC values that are shown have been translated into equivalent NEDC measurements where appropriate. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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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