

# BMW Group New Zealand Corporate Communications



## Media Release

Thursday 14<sup>th</sup> June

## New MD for BMW Group New Zealand.

BMW Group New Zealand has today announced the appointment of a new Managing Director.

Mr Karol Abrasowicz-Madej commences his new role from 1 September 2018, and comes to New Zealand with over 16 years' experience in various roles within the BMW Group. Mr Abrasowicz-Madej is currently responsible for Dealer Network Development at BMW Group Japan.

Departing Managing Director, Florian Renndorfer, returns to Munich to take over the lead of worldwide Sales Development and Sales Steering for BMW Motorrad. Mr Renndorfer leaves New Zealand at the end of August, with BMW locally well-placed with its ongoing product initiatives and dealer network developments.

### For further information, please contact:

Paul Sherley, Head of Corporate Communications, BMW Group New Zealand

Phone +64 9 573 6977, Mobile +64 21 124 8210

E-mail: [paul.sherley@bmw.co.nz](mailto:paul.sherley@bmw.co.nz)

### 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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and 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 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>