



## Media Release

15<sup>th</sup> January 2019

### New Head of MINI New Zealand.

**Auckland.** From January 1st, 2019 Chris Roe has taken over as Head of MINI New Zealand.

Originally from the United Kingdom, Roe has over 20 years' experience with BMW having initially worked in dealership technical roles in the UK, before joining BMW Group New Zealand in 2005. Since this time he has held a variety of product and sales-related positions within the company, most recently as of Head of BMW Sales for New Zealand.

Roe joins MINI at an exciting time for company as 2019 marks both the commemoration of 60 years since the launch of the classic Mini, and the forthcoming launch of the brand's first fully-electric model.

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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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on 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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