



Media Information
30 March 2012

Heiner Faust appointed new Head of Sales and Marketing BMW Motorrad. **Hans Blesse heads up BMW Motorrad USA.**

Munich. As of April 1st 2012 Heiner Faust (44) will take over from Hans Blesse as Head of Sales and Marketing BMW Motorrad. Heiner Faust joined the BMW Group in 1997 and has worked in various positions in the area of sales and marketing. Among other things he managed motorcycle sales to direct purchasers, the used motorcycle trade, BMW Motorrad Korea and BMW Motorrad Japan. In 2008 he returned from Japan to take on responsibility for BMW Motorrad Germany.

The current Head of Sales and Marketing BMW Motorrad, Hans Blesse, will be moving to head up BMW Motorrad USA at the same time. The successor of Heiner Faust as Head of BMW Motorrad Germany will be announced at a later date.

"BMW Motorrad will significantly extend its sells activities in the years to come. As a motorcycle manager with longstanding international experience, Heiner Faust will now be responsible both for worldwide motorcycle sales and central motorcycle marketing. I am confident he will tackle the challenges of the motorcycle trade posed by the various markets and countries with flying colours," said Hendrik von Kuenheim, General Director BMW Motorrad.

In 2011 BMW Motorrad sold 104,286 motorcycles, the best sales figure in its history. Around a fifth of the vehicles were sold in Germany. The remaining four fifths of the BMW motorcycles were sold in over 100 markets worldwide.



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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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