

Media Information
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BMW Brand Management under new leadership

Steven Althaus joins automobile manufacturer

Munich. Steven F. Althaus will become the new Director Brand Management BMW and Marketing Services BMW Group. The 44-year-old will assume his new position in Munich in January 2013. Althaus holds a doctorate in business administration and was most recently Chairman and CEO of the communications agency Publicis Germany and Austria. His previous roles include Head of Global Brand Management and Strategic Partnerships at Allianz SE.

“We are delighted to gain an experienced manager like Steven Althaus, who is acknowledged as an expert in the communications sector”, commented Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW.

In his new role, Althaus’s responsibilities will include brand management, strategy and global marketing communications for the BMW brand and for the BMW i sub-brand.

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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 eight years.

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