

Media information

21 August 2024

BMW Group Financial Services South Africa appoints new Chief Financial Officer.

+++ BMW Group Financial Services South Africa announces the appointment of Roger Rooden as the new Chief Financial Officer +++

Midrand. BMW Group Financial Services South Africa announces the appointment of Roger Rooden as Chief Financial Officer (CFO) of BMW Group Financial Services South Africa, effective 1 August 2024. He has taken over from Irene Koeppel who has held this position since 1 November 2021. Koeppel has been working for the BMW Group for the last 20 years in various leadership functions and business areas and has now returned to Germany.

Roger Rooden has had an extensive and diverse career, including experience in sales, organisational consultancy, risk, and finance. He began within ING Bank and ING Car Lease before moving to the BMW Group when ING Car Lease was acquired by Alphabet, BMW Group Financial Services' fleet management arm.

Rooden has held key positions across the global organisation, including CFO of BMW Group Financial Services Japan, and more recently, CFO of BMW Group Financial Services Sub-Region Northern Europe. He arrived in South Africa on 15 August to begin fulfilling his role in person.

Commenting on his appointment, Rooden said: "I firmly believe that growth and profitability result from a combination of customer focus, operational excellence, and close collaboration – particularly between our National Sales Company (NSC) and National Financial Services Company (NFSC), and our retail partners. In leading this multi-talented and technologically savvy finance team, I intend to help shape financing strategies and decisions for the future."

Stefan Schuett, CEO of BMW Group Financial Services South Africa, commented: "Roger has incredible knowledge about clients and retailers. He joins our team with an impressive track record of growing and advancing organisations, complemented by a delightful human approach. On behalf of

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the team, I wish him all the best in his new role and look forward to working alongside him."

Roger Rooden has demonstrated his ability as a strategic financial leader, risk manager, and driver of digital transformation. BMW Group Financial Services South Africa welcomes him with the certainty in his ability to help steer the organisation to greater success.

If you have any questions, please contact:

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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