

Media information

Datum 15 December 2025

Thema Boris Weletzky takes over as Head of Customer, Brand and Sales at BMW Motorrad.

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Boris Weletzky takes over as Head of Customer, Brand and Sales at BMW Motorrad.



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Munich. Starting January 1, 2026, Boris Weletzky will take over as Head of Customer, Brand and Sales at BMW Motorrad, overseeing the brand's global sales and marketing activities. Mr. Weletzky has over 20 years of experience as a highly skilled sales and product manager. He has held various leadership positions within the BMW Group, including roles at MINI and Rolls-Royce, where he was responsible for sales management, product and brand positioning.

Most recently, Boris Weletzky served as the Regional Head for the Rolls-Royce brand in Great Britain, Europe, Russia and Central Asia.

Prior to that, he was General Manager for MINI in Central and Southeastern Europe and before that he spent seven years working in China.

With his extensive international sales expertise, Boris Weletzky is the ideal candidate to continue the success story of BMW Motorrad.

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Markus Flasch, CEO of BMW Motorrad: "I am very pleased that we have brought on board Boris Weletzky, an experienced sales and marketing professional, who has an impressive track record in his previous roles at the BMW Group. Mr. Weletzky is well acquainted with strong brands, and I am confident that our strong BMW Motorrad brand will greatly benefit from his extensive experience."

Boris Weletzky will succeed Stephan Reiff, under whose leadership BMW Motorrad has achieved great success in sales over the past three years. Mr. Reiff has left the BMW Group at his own request.

You will find press material on BMW motorcycles in the BMW Group PressClub at www.press.bmwgroup.com.

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The BMW Group

With its four brands BMW, MINI 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability, from the supply chain through production to the end-of-life phase of all products, is an important part of the BMW Group's corporate strategy.

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