



Media Information
6 September 2013

Personnel changes in the BMW Group

Kay Segler to expand communications activities in Asia;
Jochen Goller to head MINI.

Munich. As of 01 October 2013, Kay Segler (58) will be in charge of expanding the BMW Group's communications activities in Asia. An expert in the Asian market, Kay Segler headed the sales organization BMW Asia for several years and, in addition to his work for the BMW Group, served as Honorary Consul of Singapore for many years. He has made a significant contribution to the setup and development of the MINI brand, whose management he will now hand over to Jochen Goller after a total of ten years.

Jochen Goller (47) was previously Director MINI in the UK, the brand's home country. Before, he was in charge of BMW marketing activities in China. Jochen Goller joined the BMW Group 14 years ago and has since gathered comprehensive experience in Germany and abroad. As of October 2013, he will be responsible for all activities of the MINI brand.

The BMW Group's MINI brand is active in more than 100 markets worldwide. Today, the brand comprises seven model series. In 2012, MINI sold over 300,000 cars.

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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 and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

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Date 6 September 2013
Subject Personnel changes in the BMW Group
Page 2

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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