**media release**

**02 February 2015**

BMW South Africa appoints new General Manager for Group Communications

**Midrand** – Diederik Reitsma will be taking over as the new General Manager for Group Communications at BMW Group South Africa as of February 1st, 2015. He succeeds Guy Kilfoil who has moved to a new position as the General Manager for Brand Management BMW, Marketing Services BMW Group.

Reitsma joins the company from BMW Group Netherlands where he headed up the corporate communications department for the past 11 years.

A University of Amsterdam and Economic Business School of Utrecht graduate and former freelance journalist, Reitsma is a car enthusiast and has a wealth of experience in corporate and product communications as well as internal communications and governmental affairs.

“We welcome Diederik to BMW Group South Africa and look forward to his contribution in the group communications division. Our company will benefit from his valuable international experience. We thank Guy for his commitment over the past five years and wish him well in his new role”, says Mr Tim Abbott, Managing Director of BMW Group South Africa.

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For any questions regarding this press release, please contact:

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was €7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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