Media Release

20 January 2016

Announcement: New appointment at BMW South Africa’s Group Communications Division

**Midrand.** BMW South Africa has appointed Lynette Kamineth (nee Skriker) as Manager: Business Communications, effective 1 January 2016. Lynette will hold responsibility for corporate reputation management of the automotive pioneer in the country.

Lynette joins BMW South Africa with a wealth of automotive experience, having worked in internal communications and corporate communications at Mercedes-Benz South Africa for eight years. She previously held the position of Director: External Communications at the National Department of Tourism.

The Business Communications Manager role reports to Diederik Reitsma, General Manager Group Communications, and will play an integral part in the positioning of BMW South Africa as it gears up for a new era with its R6bn investment in the Rosslyn production plant, fortifies its leading role in the premium automotive sector, and steps up its focus on sustainable mobility.

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**For any media queries, 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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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