

Media Information
08 April 2019

New leadership for MINI

Bernd Körber returns to the iconic British brand

München. On 1 April, **Bernd Körber** (44) took over as the new head of MINI. It's a return to the brand for Bernd, who worked in MINI brand management when he first joined the BMW Group in 2003. Following roles in MINI marketing planning and product management, he took on responsibility for MINI brand management internationally, before moving to the BMW brand in 2010. At BMW, he led the product portfolio strategy team before moving to China, where he was responsible for Business Development. Following his return to Munich, Bernd was in charge of global brand strategy and brand management for BMW.

“Bernd Körber is both experienced and knowledgeable when it comes to the MINI brand,” said Pieter Nota, BMW AG Management Board Member for Customer, Brands and Sales. “I’m looking forward to working with him as we drive MINI towards an electric, dynamic and urban future.”

Later this year, the brand will expand its electrified portfolio when it presents the MINI Cooper SE, the first fully-electric series production MINI. More electrified models will follow. In 2020, the brand will launch the fastest series MINI of all time: the John Cooper Works GP.

In his new role as Head of MINI, Bernd Körber follows Sebastian Mackensen, who in October 2018 took on responsibility for BMW Group sales in Germany.

If you have any queries, please contact:

Corporate Communications

Jochen Frey, Corporate Communications, HR
jochen.frey@bmw.de
Telephone: +49 89 382 41125

Andreas Lampka, Head of MINI Communications
andreas.lampka@mini.com
Telephone: : +49-(0)89-382-23662

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89 382 41125

Internet:
www.bmwgroup.com

Media website: www.press.bmwgroup.com
Email: presse@bmwgroup.com



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The BMW Group

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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