Media Information  
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Company

Bayerische

Motoren Werke

Aktiengesellschaft

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**New management responsibilities at**

**BMW M GmbH and MINI brand**

Friedrich Nitschke to head BMW M GmbH

Kay Segler takes over MINI brand management

**Munich.** Dr. Friedrich Nitschke (56) will take over as managing director of BMW M GmbH effective 1 May of this year. Nitschke was previously responsible for the MINI Series within the Development division, and has held various management positions in the Controlling and Development divisions since joining the company in 1978.

The current managing director of BMW M GmbH, Dr. Kay Segler (56), will be responsible for MINI brand management in the future. Segler has been with the company since 1988, mainly in management functions within the Sales and Marketing division, both in Germany and abroad. He previously managed the MINI brand between 2004 and 2008. He is now set to continue the brand’s successful growth story.

Photos and CVs of Dr. Nitschke and Dr. Segler are available in our PressClub at www.press.bmwgroup.com.

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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 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| 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 six years. |