



Media Information  
09 September 2013

## **CHRIS BROWNRIDGE APPOINTED AS NEW DIRECTOR FOR MINI UK**

Chris Brownridge has been appointed as the new Director for MINI UK and will take up his position on 1 November 2013. He succeeds Jochen Goller, 47, who steps up to the role of Senior Vice President MINI, responsible for all worldwide activities for the MINI brand based at the company headquarters in Munich, Germany.

Mr Brownridge, 39, is currently BMW UK's Marketing Director, a post he has held since January 2012 and which is a UK executive board position reporting to the company's Managing Director. Since joining BMW Group UK in 2000, he has gained extensive experience within the business in sales, product management and marketing communications.

Commenting on the appointments, Tim Abbott, Managing Director of BMW Group UK, said: "The UK is the world's second largest market for MINI and Jochen Goller leaves the brand in great shape with sales up four per cent so far this year with around 30,000 MINIs already sold.

"Chris's breadth of experience across the company has proved to be a great asset in his current role and will be even more valuable in his new position as the MINI brand portfolio continues to develop."

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Chris Brownridge said: “This is a really exciting time to be involved with MINI and I’m looking forward to building on the tremendous work by Jochen and his team to further strengthen the position of the MINI brand in the UK.”

Mr Brownridge studied Economics at Exeter University and is married with two children. He enjoys playing squash, developing his golf skills, photography and music.

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#### **The BMW Group**

The BMW Group is the leading premium manufacturer 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.

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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