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|  | Media Information |
|  | 16 January, 2014 |
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|  | New Marketing Director for BMW UK. |
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Uwe Dreher has been appointed as the new Marketing Director for BMW UK with immediate effect. He succeeds Chris Brownridge who is now Director for MINI UK.

Dreher, 39, was previously Head of Marketing for BMW i, a post he held since 2010 and which had responsibility for the worldwide co-ordination of the BMW i brand and model launches. Since joining BMW Group in 2002, he has gained a diverse range of marketing experience and knowledge from across the company and in the last ten years has been responsible for the development and delivery of innovative brand communications, definition of the company’s strategic marketing partnerships and global product placement strategy.

Commenting on the appointment, Tim Abbott, Managing Director of BMW Group UK, said: “The UK is a key strategic market for BMW and Uwe brings with him a wide range of marketing expertise which will enhance and strengthen the appeal of the BMW brand and our expanding model portfolio.

“Chris Brownridge has successfully developed the brand over the past three years and joins MINI at an exciting time with the launch of the new generation model in the spring.”

Uwe Dreher said: “This is a great opportunity for me to lead the marketing activities in one of the BMW Group’s largest markets and I am really looking forward to working with the team to build innovative and creative marketing campaigns which will attract our existing and also new customers.”

Born in Stuttgart, Germany, Dreher graduated in Business Studies from Ravensburg University.

Reporting to Tim Abbott, Dreher joins the company’s UK Executive Board:

Tim Abbott Managing Director, BMW Group UK

Talita Ferreira Finance Director

Richard Hudson Sales Director

Uwe Dreher Marketing Director

Richard Price Aftersales Director

Kevin Davidson Dealer Development Director

Chris Brownridge MINI UK Director

Graham Biggs Corporate Communications Director

**Ends**

**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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31st 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.

Further information about the BMW Group can be found here:

Web: [www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

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**For further information please contact:**

Angela Stangroom Group Communications Manager

Tel: 01344 480283 Email: Angela.Stangroom@bmw.co.uk

Graham Biggs Corporate Communications Director

Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Press office fax: 01344 480306

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)

Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)