



Media Information
22 July, 2014

New Managing Director for BMW Group UK and Ireland

The BMW Group has named Graeme Grieve as the new Managing Director of BMW Group UK and Ireland and he will take up his new position on 1 October 2014. Graeme is currently based in Munich and responsible for the BMW Group Importer business covering more than 80 countries around the world. He succeeds Tim Abbott who has been appointed as Managing Director, BMW Group South Africa where he will be responsible for leading a team of 4,500 employees in the BMW Plant Rosslyn manufacturing operation, the national sales company and BMW Financial Services.

Graeme has a broad experience of the motor industry spanning many different markets and cultures. He first joined BMW UK in 1990 and held several positions before being appointed Sales Director in 2001. He subsequently joined Rolls-Royce Motor Cars Limited in 2006 as Global Sales and Marketing Director before moving to Munich in 2009 to take responsibility for the BMW Group Importer business. During this time, he was also responsible for establishing an independent worldwide sales organisation for MINI within the BMW Group.

Speaking today, Ian Robertson, Member of the Board of Management of BMW AG responsible for BMW sales and marketing, said: "Graeme's breadth of experience across the company has proved to be a great asset in his current position and provides an excellent foundation for his leadership of BMW Group UK."

Graeme commented, "I am clearly delighted with my new appointment. While the current business environment remains dynamic, our strong brands and outstanding range of cars and motorcycles provides many opportunities. My role will be to give clear leadership and direction to the company and to continue our strong partnership with our dealer network to meet the challenges which lie ahead."

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Graeme is 53 years-old, was educated at the University of Central Lancashire and is married with two children. He has a keen interest in motorsport and motorcycling.

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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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