



Media Information

30 June, 2021

MANAGEMENT TEAM CHANGES AT BMW GROUP UK

BMW Group UK has today announced changes to its executive leadership team with Chris Brownridge, current BMW Sales Director, taking over the role of Chief Executive Officer on 1 July.

He will replace Graeme Grieve, who is retiring after a long and successful career of more than 30 years with the BMW Group in a variety of roles around the world. In parallel Julian Jenkins, currently Rolls-Royce Regional Director for the UK, EU, Russia and Central Asia, will be taking over the BMW Sales Director position from Chris.

Jean-Philippe Parain, head of Customers, Brands and Sales for Europe commented: "We would all like to thank Graeme for his hard work and dedication and the drive he has brought to his numerous roles over many years. As the UK Chief Executive officer since 2014, he has overseen the company at a time when there has been significant change in the motor industry, but he has ensured that we have strengthened the position of both the BMW and MINI brands. We wish him a very happy and fulfilling retirement. Chris Brownridge is an exceptional successor and I know that he will build on the great work that Graeme has done over the years."

Chris Brownridge has been the BMW UK Sales Director since January 2018 and before that was the MINI Regional Director for UK and Ireland. He has held various other senior positions in the marketing and sales division, and brings with him a significant depth of knowledge and experience.

Chris said of his appointment, "I am truly proud and honoured to be taking over this role from Graeme. We have a high performance team in place and an impressive array of models coming to the market in the near future and beyond. It's a pivotal time for the entire industry as we become ever-more electrified and, as a sustainability leader, BMW Group is well placed to make the most of this opportunity. I am looking forward to leading the organisation at such an exciting time.'

Julian Jenkins has most recently been the Regional Director for Rolls-Royce Motor Cars responsible for UK, Europe, Russia and Central Asia and previously was the General Manager for Global Sales Operations. Julian's experience extends to a number of international leadership positions with other premium and luxury motor manufacturers.

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BMW Group Company

Postal Address
BMW (UK) Ltd
Summit One
Summit Avenue
Farnborough
GU14 0FE

Telephone
01252 920000

Internet
www.bmw.co.uk

BMW Group

United Kingdom

Corporate Communications

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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For further information please contact:

Kimberley Ragousis
Corporate Communications Manager
Tel: 07815 374418
Email: Kimberley.Ragousis@bmw.co.uk

Emma Begley
General Manager, Communications
Tel: 07815 371 062
Email: Emma.Begley@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk