



Media Information

Federico Izzo appointed as new Director for MINI UK and Ireland.

Federico Izzo has been appointed as the new Director for MINI UK and Ireland, with effect from 1 May 2022¹. He succeeds David George who moves into the role of President and CEO, BMW Group Canada from 1 March.

Federico joins MINI UK from his previous role as Managing Director, BMW Group Czech Republic. He has been with the BMW Group since 2007 and brings substantial experience gained across sales and marketing from an international career in the automotive industry which started at Mazda Motor Italy in 2002.

Commenting on his appointment Federico, Director, MINI UK and Ireland said: "MINI will become an all-electric brand in the early 2030s and its future product strategy is incredibly exciting. I'm really looking forward to working with the MINI team in the UK and our passionate network partners, to further enhance the brand's appeal amongst both current and new customers alike."

In 2021 MINI sold 45,756 vehicles in the United Kingdom, making it the largest worldwide market for the brand. The refreshed MINI Hatch models and strong demand for the brand's first all-electric model the MINI Electric, contributed to an overall UK market share of 2.78%.

Ends

Notes to editors:

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

BMW Group Company

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¹ Appointment subject to SMCR certification.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 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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