

Media Information

16 August 2022

Mario Moser joins BMW Group UK as Director of Customer Support and Aftersales

Farnborough. BMW Group UK has today announced the appointment of Mario Moser, joining the UK executive leadership team as Customer Support Director. He replaces Richard Price who retired at the beginning of the summer.

Mario has been based in China for the last four and a half years, as the Head of Customer Support/Aftersales where he oversaw the development of the retailer network. Working with over a hundred investors and 680 retailers, this included the digitalisation of the customer journey, customer programmes, retailer efficiency and particularly steering the ramp up and future proof of BEVs (battery electric vehicles).

Chris Brownridge, CEO of BMW Group UK said; "We're delighted to welcome Mario to our team. The depth and breadth of his experience is going to be invaluable as, together with our retailers and partners, we lead the development of automotive retail and customer support in the UK."

Originally from Austria, Mario started his career as a technical apprentice before taking various roles on the retail side of the automotive industry, finally rising to dealer principle. After seven years at the BMW Group retailer in Vienna, Mario began his international career, living in the Czech Republic, Romania, Bulgaria, and then in Poland where he managed aftersales and retailer development, taking up the role of Executive Country Director, before moving to China.

BMW Group Company

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

Telephone
01252 920000

Internet
www.bmw.co.uk

If you have any questions, please contact:

Corporate Communications

Kimberley Ragousis
Corporate Communications Manager
Tel: 07815 374 418
Email: Kimberley.Ragousis@bmwgroup.com

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

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 over 30 production sites all over the world; 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 2021 was €16.1 billion on revenues amounting to €111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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