

BMW

United Kingdom

Corporate Communications



Media Information

02 June, 2023

BMW Group UK appoints Matt Collins as General Manager of Corporate Sales

Matt Collins has been appointed as the new General Manager of Corporate Sales at BMW Group UK, effective from 1 June 2023. Matt succeeds Steve Roberts, who has taken up a new role as Head of Sales at MINI UK after leading Corporate Sales since March 2022. As General Manager, Matt will spearhead the team responsible for all BMW and MINI sales to business and leasing customers in the UK.

Having joined BMW in 2006, Matt brings a wealth of experience and knowledge to the role. His journey with the brand has seen him work in various capacities at BMW UK, particularly in Strategy and Product Marketing. In 2014, Matt transitioned to BMW of North America, where he successfully led BMW Sales and Marketing for the Western USA, operating in a competitive EV marketplace and managing retail sales throughout the pandemic. Upon returning to the UK last year, Matt has been instrumental in supporting several strategic initiatives and projects designed to shape the future of the business.

Commenting on Matt's appointment, Debbie McIntosh, BMW Sales Director, said, "We're delighted to welcome Matt into this new role. His in-depth knowledge of our brands gained both in the UK and North America will be of enormous value. Matt's insights gained in the rapidly evolving Californian EV market is also particularly beneficial as we see high demand for electric mobility within corporate fleets in the UK."

Matt Collins added, "I'm thrilled to step into the BMW Group Corporate Sales role at this exciting time. As we continue to expand our electric vehicle offering with the forthcoming launch of the BMW i5, a key model for many fleets, I look forward to meeting many of our customers and further strengthening the BMW and MINI brand presence within this vital sector of our UK business."

BMW Group Company

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

Telephone
01252 920000

Internet
www.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 worldwide; the company has a global sales network in more than 140 countries.

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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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:

Carolyn Paterson
BMW Senior Press Officer
Tel: 07815 372906
Email: Carolyn.Paterson@bmw.co.uk

Chris Overall
BMW Media Relations Manager
Tel: 07815 370 990
Email: Chris.Overall@bmw.co.uk

Christina Burnham-Hepe
General Manager, Communications
Tel: 07815 371 206
Email: Christina.Burnham-Hepe@bmw.co.uk

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