

Media Information
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DAVID GEORGE TO BE NEW BMW GROUP UK AND IRELAND CEO

BMW Group has announced that David George will take up the post of CEO at BMW Group UK and Ireland in January 2024*. He replaces Chris Brownridge, who will become CEO of Rolls-Royce Motor Cars on 1 December.

David has wide experience across the premium automotive industry and joined BMW Group in 2018 as Director of MINI UK and Ireland. He saw great success in the MINI role, building a strong relationship with the retail network and he was subsequently appointed CEO of BMW Group Canada in 2021.

'I am thrilled to be returning to the UK and Ireland to take up what is undoubtedly one of the best jobs in the business,' he said. 'These are fascinating and dynamic times in our industry, and I am very much looking forward to taking on this challenge and working closely with the UK and Ireland teams again and also with the outstanding retailer network, as we evolve our business for the future.'

David will return to the UK with his wife and three sons.

*subject to FCA approval

Ends

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.

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.

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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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