

Media Information
8 May 2024

Senior Leadership changes at BMW Group UK

- Michelle Roberts to join Park Lane as Managing Director
- Colette Healy to succeed Michelle as BMW Marketing Director

BMW Group UK has announced changes to its Senior Leadership Team with Michelle Roberts, currently BMW Marketing Director, taking up the post of Managing Director of the company's retail business Park Lane from 1 June. Michelle has worked across many senior positions within the BMW Group in both the UK and Germany over more than 20 years.

Colette Healy, who currently heads the Strategy team of the BMW Group UK, will be replacing Michelle from 1 June as BMW Marketing Director. Colette came back to the National Sales Company at Farnborough from Rolls-Royce in 2019 to lead Marketing and Product Management in the MINI team, before moving to Strategy in 2023.

David George, Chief Executive Officer of BMW Group UK commented: "I would like to thank Michelle for having led our Marketing Team for six years with great success in a time of transformation not only within our business, but in the whole industry. Now, she will bring a wealth of experience to an exciting new challenge on the retail side of our business. I would also like to welcome Colette, who has been instrumental in guiding the direction of BMW UK and the Senior Management Team in her strategy role and who will now lead the Marketing Department in this vital position for the business".

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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

BMW GROUP

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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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