



Media Information
16 September 2024

Graham Biggs, Communications Director to retire from BMW Group

NOT FOR PUBLICATION

Graham Biggs will retire from BMW Group at the end of October after 25 years working across BMW, MINI and Rolls-Royce in a variety of senior Corporate Communications roles.

He was instrumental in the launch of MINI back in 2001 and went on to lead the global Rolls-Royce communications team for the relaunch of the brand under BMW ownership in 2003 and for the first six years of its new life. He moved into his current Group Corporate Communications Director position in 2009, steering the communications for all the UK and Ireland MINI and BMW brand, product, corporate and manufacturing operations.

BMW Group UK CEO, David George, said, 'Graham has been a stalwart of the BMW Group Corporate Communications team and I would like to thank him for his outstanding contribution to building the Group's brands and reputation for all these years. We will miss him tremendously and wish him a very happy and healthy future as he starts an exciting new chapter of his life.'

Graham commented, 'It has been a privilege to work for such a great organisation for so long. On my first day at Bracknell in 1999 I could sense the passion that everybody felt for the company and its cars the minute I walked through the door. That has never faded. I take with me innumerable happy memories and feel lucky to have made so many friends right across this extraordinary industry.'

Christina Burnham-Hepe, currently General Manager for Product and Internal Communications will be appointed as provisional Corporate Communications Director until further notice. Christina has been Graham's deputy for the past two years.

Ends

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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.

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.

www.bmwgroup.com

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