

# BMW

## United Kingdom

### Corporate Communications



Media Information  
13 December 2024

#### **Management Changes at BMW Group UK.**

- David Beattie appointed new Director for MINI UK and Ireland.
- Succeeds Federico Izzo who moves to Head of MINI Europe.
- Rob East to follow David Beattie as Used Car Sales Director.

David Beattie has been appointed the new Director for MINI UK and Ireland, effective from 1 January 2025. David succeeds Federico Izzo, who has taken a new role as Head of MINI Region Europe, after leading the brand through the successful relaunch of the new MINI family in the UK.

David Beattie, who has been heading the Used Car Business since 2023, was previously responsible for MINI Sales from 2018 and has played a vital role within the business since he joined BMW Group UK in 2005. Besides an extensive Sales and Marketing experience, he brings a well-established relationship to the Group's Retailer network to his new responsibility.

Rob East, General Manager for National Sales since March 2022, will succeed David Beattie as Used Cars Sales Director. Rob, who joined the BMW Group in 2018, initially headed Corporate Sales for the BMW and MINI brands and brings a deep understanding from his experience within the Sales division, and his time working with the wider industry to his new role.

David George, CEO of BMW Group UK said, "With David and Rob, I'm delighted to welcome two highly experienced colleagues to their new roles within our Management Committee and know that MINI and the Used Cars Sales division will be in the best hands. I'd like to thank Federico for the fantastic job launching the new MINI family in what is by far the biggest MINI market globally, for which I thank him and wish him the best of luck in his new role".

**Ends**

BMW Group Company

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

Telephone  
01252 920000

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)

**The BMW Group**

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 13 December 2024  
Subject **Management Changes at BMW Group UK.**  
Page 2

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, from the supply chain through production to the end of the use phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

#### **For further information please contact:**

Helen Wilson  
MINI Media Relations Manager  
Tel: 07815 372 480  
Email: [Helen.Wilson@mini.co.uk](mailto:Helen.Wilson@mini.co.uk)

Chris Overall  
BMW Media Relations Manager  
Tel: 07815 370 990  
Email: [Chris.Overall@bmw.co.uk](mailto:Chris.Overall@bmw.co.uk)

Christina Burnham-Hepe  
Corporate Communications Director  
Tel: 07815 371 206  
Email: [Christina.Burnham-Hepe@bmw.co.uk](mailto:Christina.Burnham-Hepe@bmw.co.uk)