

Media Information

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Neil Fiorentinos appointed CEO of BMW Group UK and Ireland

- Neil Fiorentinos to become CEO of BMW Group UK and Ireland from 1 September 2026.
- David George to leave BMW Group to take up a leadership opportunity outside the company.

Farnborough. Neil Fiorentinos has been appointed Chief Executive Officer of BMW Group UK and Ireland effective from 1 September 2026.

He will succeed David George, who will take up a leadership opportunity outside the company. David has led the UK and Ireland business since January 2024 and has played a key role in maintaining BMW's leadership in the UK premium segment.

Neil currently serves as CEO of BMW Group Central and Southeastern Europe based in Salzburg and oversees commercial operations across 12 countries. Since joining BMW Group in South Africa in 1994, he has held a number of senior leadership roles across the organisation, including CEO of BMW Netherlands and President and CEO of BMW Group Asia.

With more than three decades of international experience, Neil brings broad expertise from across BMW Group, including deep knowledge of the company's brands, and its sales and marketing operations. His proven leadership will be instrumental in driving the continued success and development of BMW Group UK and Ireland.

Neil Fiorentinos's appointment is subject to approval by the Financial Conduct Authority.

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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on

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revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

www.bmwgroup.com

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

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