

Media Information

30 June 2026

BMW Group UK confirms new Managing Director for its flagship retail business BMW Group Park Lane

- James Morrison confirmed as Managing Director of BMW Group UK's Park Lane retail business
- Michelle Roberts appointed Vice President Customer, Brand & Sales at BMW M GmbH

Farnborough. BMW Group UK has announced that James Morrison will become Managing Director of Park Lane, its flagship retail business for BMW and MINI in central London.

James will succeed Michelle Roberts, who has been appointed Vice President Customer, Brand & Sales at BMW M GmbH from 1 August 2026. Michelle will move to Munich, succeeding Sylvia Neubauer, who has been appointed President and CEO of BMW Switzerland.

Michelle has successfully led Park Lane through a period of transformation and has made a significant contribution to BMW Group UK over many years, including in her previous role as Marketing Director, BMW UK. In her new position at BMW M, she will take on global responsibility for brand, customer and sales.

James has been part of the Corporate Communications team since September 2025, leading Product Communications across BMW and MINI in the UK, including the highly successful media launch of the new BMW iX3. He brings a deep understanding of BMW Group and its customers, built through a 25-year career with the company spanning a range of sales and marketing roles across the business, including Product and Event Management, MINI, Corporate Sales and overseeing BMW Luxury Class.

James's successor in the BMW Group UK Corporate Communications team will be announced in due course.

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.

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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 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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