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**BMW of North America Announces Management Team Changes**

**Woodcliff Lake, NJ – September 17, 2010…**Today, the BMW Group announced two changes within its senior management team in North America effective October 1.

Dan Creed, currently Vice President, Aftersales, BMW of North America, will become Vice President, Marketing, BMW of North America LLC. In his new role Dan will be responsible for marketing and product planning & strategy for the BMW brand in the U.S. Dan succeeds the late Jack Pitney who died in an accident in late August.

Russ Lucas, currently Manager, BMW Pre-Owned Sales, will become Vice President – Eastern Region with overall responsibility for sales, marketing, aftersales and dealer development activities in the 12 state Northeast Region which includes the New York metro area. The Northeast Region is the largest sales area for BMW of North America with 93 BMW and 24 MINI dealers.

“Dan Creed is clearly the right person to step into the role because he has serious marketing, sales and aftersales experience and has worked closely with our retail network in developing effective relationships,” said Jim O’Donnell, President of BMW of North America. “Likewise, Russ has shown impressive results in the field and in his previous regional experience. He brings the fresh ideas and creativity needed to lead sales in our largest region.”

Dan Creed joined the BMW Group in 1996 as Training Manager for Marketing and Sales at BMW Canada. He was appointed National Marketing Manager for BMW Canada in 1997 and became National Sales Manager, BMW Canada in 1999. In the U.S., Creed was appointed to lead the Southern Region of BMW North America in 2005 responsible for this major sales region and its 123 dealers located in 11 states and Puerto Rico. In his current role as Aftersales Vice President, Creed is responsible for all service, parts, accessories and lifestyle merchandise for the BMW and MINI brands in the United States.

Russ Lucas joined the BMW Group in 1985 first as District Parts Manager in Atlanta, Georgia and then as Area Sales Manager in BMW’s Southern Region. In 1997, Lucas became Regional Aftersales Manager in the Southern Region where he directed a team of field representatives and instructors in expanding the company’s Aftersales business. Since April 2009, Lucas has held the role of Pre-Owned Sales Manager responsible for a critical and growing part of BMW Group business in the U.S.

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

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

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**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com).  Additional information, images and video may be found at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com).  Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com/).

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