Media Information
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**Willisch new president of BMW of North America**

Jim O’Donnell will be retiring

**Munich/Woodcliff Lake.** Ludwig Willisch (55), currently responsible for the BMW Group’s European sales region, will take over from Jim O’Donnell (61) as president of BMW of North America, effective October 1st, 2011. Willisch, who holds a degree in economics, began his career with the BMW Group in 1996 as manager of the BMW branch in Düsseldorf. He gained further national and international sales experience as head of the local sales subsidiaries in Germany, Japan and Sweden. Prior to assuming his current position as head of European sales, Willisch was president of BMW M GmbH.

O’Donnell, who has managed the BMW Group’s North American sales since 2008, will be retiring. The BMW Group achieved a substantial increase in sales on the U.S. market in the first half of the year. A total of 143,974 vehicles (+18.1% year-on-year) were sold in the U.S. through June, making the region the BMW Group’s second-largest market in the first half of 2011. Last year, the company delivered 266,580 automobiles to U.S. customers – an increase of 10.1%.

Ian Robertson, member of the Board of Management, responsible for Sales and Marketing at BMW AG: “I would like to thank Jim O’Donnell for his tireless commitment during his successful career. I would also like to wish Ludwig Willisch every success. With his many years of solid experience in the automobile business, I am confident that he will maintain our successful course in the U.S. in the future.”

A successor to Willisch for the BMW Group’s European sales region will be announced at a later date.

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years. |