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# Hans Blesse Appointed Vice President BMW Motorrad USA

# Pieter de Waal to Retire After 18 Years With BMW Group

**Woodcliff Lake, NJ – February 14, 2012**… Ludwig Willisch, President and Chief Executive Officer of BMW of North America, has announced that Hans Blesse will assume the role of Vice President, BMW Motorrad USA, with a transition to begin April 1, 2012. Mr. Blesse succeeds Pieter de Waal, who will be retiring at the end of March after a successful 18-year career with the BMW Group.

Mr. Blesse, currently Vice President Sales and Marketing for BMW Motorrad, based in Munich, brings with him 25 years of extensive sales, marketing, aftersales and training experience with the BMW Group worldwide throughout Canada, Spain and Munich. He began his career with BMW in 1987 at the newly founded BMW Canada sales subsidiary. Mr. Blesse successfully advanced his career in Canada, taking on various positions of increased responsibility in sales, marketing and aftersales before moving to Spain in 2005 where he headed up aftersales. In 2008, his career path led him to Munich where he took over the role of Vice President Sales and Marketing for BMW Motorrad.

In his new U.S.-based position as Vice President, BMW Motorrad USA, Hans will look to use his deep sales and marketing experience to significantly increase both motorcycle sales and market share in the United States.

“The U.S. market is a key strategic motorcycle market and a strong sales pillar,” commented Mr. Willisch. “It is currently the 3rd largest motorcycle market worldwide in terms of sales, and an expanded market presence here is essential to meet the strategic growth target for BMW Motorrad sales worldwide. We are delighted to welcome Hans to the U.S. and wish Pieter all the best in his retirement.”

**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 339 BMW passenger car BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 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.

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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. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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