

# BMW Group

## U.S. Press Information

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### **BMW of North America Announces Management Team Change Trudy Hardy becomes Vice President, Marketing**

**Woodcliff Lake, NJ – September 5, 2013...** Ludwig Willisch, President and CEO, BMW of North America is pleased to announce that Trudy Hardy will become the new Vice President, Marketing effective September 15, succeeding Dan Creed who has become Vice President, Eastern Region. In her new role, Trudy will head the Marketing department including the Product Planning and Strategy function for the BMW brand in the U.S. market. Trudy is being promoted from her current role of Department Head, BMW Marketing Communications.

“Trudy is a leader as well as a talented and passionate marketing expert with a deep understanding of our business,” said Ludwig Willisch. “I am delighted to welcome her to this critical new role for which she is very well suited.”

Trudy has more than 20 years of marketing experience, the past 13 years with the BMW Group. In the course of her years with the BMW Group, she has led the national marketing of both the MINI and BMW brands to creative success.

She joined the BMW Group in 2001 as MINI Brand Communications Manager before moving to Aftersales Marketing in 2003. Trudy returned to MINI in 2005 where she was promoted to Department Head, MINI Marketing and where she directed all creative marketing initiatives for the MINI brand in the U.S. market with a consistent five-year history of success. Trudy moved to the BMW brand in 2010 in the role of Department Head, BMW Marketing Communications where, for the past three years, she led implementation of all BMW brand national marketing including Communications, Events, Digital and Social Media.

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### **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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 34 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 BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com), [www.press.bmwna.com](http://www.press.bmwna.com) and [www.bmwusfactory.com](http://www.bmwusfactory.com).

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