

# BMW Group

## U.S. Press Information

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### BMW of North America Announces Management Team Changes

- **Peter Miles, currently Executive Vice President, Operations moves to Vice President, Sales Channel Development and Customer Relations**
- **Chris Koenders, currently President, BMW Group Netherlands, moves to Executive Vice President, Operations**
- **Jim McDowell, Vice President, MINI of the Americas to retire**
- **David Duncan, currently Regional Vice President, Western Region, moves to Vice President, MINI of the Americas**
- **Petter Witt, currently Managing Director, BMW Sweden, moves to Regional Vice President, Western Region**

**Woodcliff Lake, NJ – December 3, 2013 . . .** Today, the BMW Group is announcing five changes in its senior management team in the U.S. to become effective January 1, 2014.

**Peter Miles** will assume the new role of **Vice President Sales Channel Development and Customer Relations**. This newly created function within the BMW Group is of strategic importance as the role incorporates all customer facing touch points including Customer Satisfaction, Dealer Development, Customer Care and Training.

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Since 2008, Peter has been Executive Vice President, Operations, during which time he successfully steered sales operations through the financial crisis in the US with BMW achieving the number one position in new and used vehicles in the premium segment for the past two years. Since 2009, BMW new and used vehicle sales have increased over 60% and Corporate Fleet sales have been added to BMW's portfolio in the US.

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**J. Chris Koenders** will assume the role of **Executive Vice President, Operations** succeeding Peter Miles. Chris will be responsible for all BMW sales operations within the U.S. Currently, Chris is President, BMW Group Netherlands, a position he has held since 2010.

Chris has more than 20 years of sales, marketing and innovation management expertise in the BMW Group. Under his leadership, BMW in the Netherlands achieved the number one position in the premium segment for the first time since 1983, and MINI sales grew by 30%. In addition BMW Group and its dealers achieved the overall number one position in sales and service satisfaction in the Dutch automotive market.

**Jim McDowell, Vice President MINI of the Americas** will retire as of December 31, 2013. Since 2005, Jim has been responsible for all aspects of MINI Marketing, Sales and Aftersales in the United States. Previously, McDowell was Vice President – Marketing for BMW of North America, LLC, a position he held for twelve years.

McDowell was named the Automotive News “Marketer of the Year” in 2002, and he was twice named “Marketer of the Year” by Brandweek Magazine. The Advertising Club named him the “2003 Silver Medal Advertising Man of the Year.”

**David Duncan** will assume the role of **Vice President, MINI of the Americas**, succeeding Jim McDowell. David is being promoted from his current role as Regional Vice President, Western Region. David has over 15 years of diverse experience with the BMW Group spread across the key operational pillars of Sales, Marketing, Dealer Development and Aftersales. His well rounded background spans the BMW, MINI and BMW Motorcycles brands in the field, region and headquarters in Woodcliff Lake .

**Petter Witt** will assume the role of **Regional Vice President, Western Region** succeeding David Duncan. In his new role, Petter will be responsible for sales and service for both BMW and MINI in the Western Region. Petter is being promoted from his current role of Managing Director of BMW Sweden.

Petter has 13 years of automotive experience with the BMW Group spread across Sales, Marketing, Distribution and Training in the US, Germany and Sweden.

**“We are intensifying our customer-driven focus and these changes will influence the entire organization to continue improving all phases of the customer journey from prospect to purchase and throughout the ownership life-cycle,” said Ludwig Willisch, President and CEO, BMW of North America. “I especially want to thank Jim McDowell for his years of exemplary service to the BMW Group and all of us in the company send him into retirement with our warmest good wishes for the years ahead.”**

### **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.

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 BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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