

BMW Group

U.S. Press Information

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Contact: Kenn Sparks
Business Communications Manager
BMW of North America, LLC
(201) 307-4467 / Kenn.Sparks@bmwna.com

BMW of North America Announces Corporate Communications Leadership Change

Woodcliff Lake, NJ – December 18, 2013... Today, the BMW Group in the U.S. announced a change in its North America senior management team effective January 1, 2014.

Alexander Bilgeri, currently Head of Business, Finance and Sustainability Communications for the BMW Group in Munich, will become Vice President, Corporate Communications Americas succeeding Dirk Arnold who returns to Munich to become Vice President, Global Product, Technology and Sport Communications, Press and PR Events.

In his new role, Alexander Bilgeri will be responsible for leading the Corporate Communications function in the Americas region, encompassing all BMW Group markets in North, Central and South America. He comes to the Americas Region with a depth of Corporate Communications experience having joined the BMW Group in 2004, first as head of PR activities in Berlin, then as spokesperson for the German market, and in 2010 becoming Senior Manager, Corporate Communications and Government Affairs in Munich.

Dirk Arnold returns to BMW Group headquarters in Munich and will be responsible for all international product launches, communications activities regarding technology and sports, including Motorsports, and all major product events, including auto shows, around the world.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

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“Both of these gentlemen are top professionals in their field,” said BMW of North America President and CEO Ludwig Willisch. “I know them both well and each is moving into a more significant role with even greater responsibilities. I wish them both great success in their new positions.”

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

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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 and www.press.bmwna.com.

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