



**For Release:** February 4, 2015

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## **BMW Motorrad USA Appoints National Marketing Manager**

**Woodcliff Lake, NJ – February 4, 2015...**Kris Odwarka, Vice President, BMW Motorrad USA, is pleased to announce that Sarah Schilke will assume the role of National Marketing Manager, Motorrad, effective February 4, 2015.

“Sarah is a marketing professional, experienced motorcyclist and powersports industry veteran,” commented Odwarka. “Much of her work has focused on international marketing initiatives for German companies, such as Schubert and Hein Gericke, in areas including media planning, strategic partnerships, public relations, event planning, product development, and new-segment outreach. Her connections to Germany and German brands run deep, reflecting a personal passion that's long been entwined with her professional work.”

In addition to a marketing MBA and BA in German and Sociology, Ms. Schilke brings a unique combination of skills to the position – motorcycling (including street, track, off-road and adventure riding) and fluency in German language and culture. Her powersports affiliations include the Motorcycle Industry Council (the first female member of the Board of Directors), the Motorcycle Safety Foundation, the American Motorcyclist Association (a lifetime member), and the International Motorcycling Federation (an ‘Expert’ to the FIM Commission on Women in Motorcycling).

In her role as National Marketing Manager, Ms. Schilke will be responsible for all marketing initiatives and strategies for BMW Motorrad USA. This will include traditional media placement, social media initiatives, dealer Point-of-Sale elements and experiential marketing, as well as internal marketing initiatives, such as the annual National Dealer Meeting. She will also be responsible for the tenor and direction of BMW Motorrad USA's future marketing efforts, and for the integration of those efforts within the global "Make Life a Ride" marketing framework.

## **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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 122 MINI passenger car dealers, and 35 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)