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Mark Buche Joins BMW Motorrad USA As Marketing Communications Manager

Woodcliff Lake, NJ – June 2, 2015... Sarah Schilke, National Marketing Manager, BMW Motorrad USA, is pleased to announce that Mark Buche assumed the role of Marketing Communications Manager, Motorrad, effective May 18, 2015.

Mark comes to BMW from the Motorcycle Industry Council (MIC) in Irvine, CA, where he served as Manager, Emerging Markets. During his 10-year tenure at the MIC, Mark earned increasingly significant responsibilities in promoting motorcycling through the Discover Today's Motorcycling (DTM) market expansion initiative.

"Mark knows the motorcycle marketplace inside and out," commented Ms. Schilke. "Some of his key initiatives have involved re-launching Motorcycles.org and consulting with MIC member companies and dealers. He also has experience directing marketing agencies, organizing events and conducting market research. At the MIC, he was the resident new media and new market strategist and we look forward to Mark applying his skills to further the BMW Motorrad brand."

In addition to his industry experience, Mark is an avid all-around motorcyclist, enjoying street, track and adventure riding. He holds a Bachelor's degree in Communications.

In his new position Mark will be responsible for managing all aspects of the communications mix including advertising, website initiatives, social media and dealer marketing. His experience will be especially valuable as BMW Motorrad launches more new models targeting new consumer segments in upcoming years.

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, 146 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.

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