

BMW Group

U.S. Press Information

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BMW of North America Announces Corporate Communications Personnel Changes

Woodcliff Lake, NJ – July 8th, 2015... Alexander Bilgeri, Vice President, BMW Group Corporate Communications and Thomas Plucinsky, Department Manager, BMW Corporate Communications, are pleased to announce that **Alex Schmuck** will assume the position of BMW Product & Technology Communications Manager effective July 7th, 2015.

Alex brings with him over 16 years of BMW experience from a variety of areas including Product Planning, Motorsports and Marketing Communications. Most recently Alex managed BMW's website, ensuring that all BMW brand and product information was communicated in a timely and accurate fashion. Alex was born in Munich Germany and is fluent in German and English. He started his career as an intern at BMW AG before embarking on a permanent position in the US.

In his new role Alex will lead the team of product & technology spokespersons and will work closely with **Rebecca Kiehne** and **Hector Arellano-Belloc** to develop and implement product & technology communications for the BMW brand.

Alex succeeds **Matt Russell** who left the company to pursue new opportunities.

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Rebecca Kiehne has more than 5 years experience working for BMW Group in a wide range of roles across the company. She joined BMW of North America in 2011 as a Management Associate after graduating from Christopher Newport University in Newport News, Virginia with a Bachelor's degree in Political Science. Management Associates are expected to develop a unique breadth of knowledge across the BMW Group and Rebecca's experience includes assignments in Sales, Marketing and Product Planning with BMW, MINI and Rolls-Royce Motor Cars. Since 2013, she has been part of the Retail Support Center specializing in the retail business at the company's owned and operated center, BMW of Manhattan. She was born in Munich, Germany and started her career as an intern for BMW M GmbH. She is fluent in German and English.

Hector Arellano-Belloc brings more than 20 years of auto industry experience including a product and technology background in Sales and Aftersales. He was most recently at BMW Group University at the Woodcliff Lake, NJ headquarters of BMW of North America. Born in Mexico City, Mexico, Hector studied International Relations and holds a degree in Industrial Engineering from the Universidad Iberoamericana in Santa Fe, Mexico. He joined BMW Group Mexico in 2006 as Senior Technical Instructor providing technical training in Spanish and English. During this time he also served as Editor-at-Large for CAR Magazine Mexico, writing monthly technical and vehicle evaluation articles. Hector joined BMW of North America in 2010 as Senior Technical Course Developer at BMW Group University where he led the redevelopment of the company's technical training core curriculum. He is a certified specialist in BMW ActiveHybrid and BMW i technology. His native languages are Spanish and English.

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; Designworks, a strategic design consultancy based 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, 148 BMW motorcycle retailers, 123 MINI passenger car dealers, and 36 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 and www.press.bmwna.com.