

# BMW Group

## U.S. Press Information

**For Release:** September 11, 2015

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### BMW of North America Announces Management Team Changes

**Woodcliff Lake, NJ – September 11, 2015....** Ludwig Willisch President and Chief Executive Officer, BMW of North America is pleased to announce the following changes to his management team.

**Peter Miles**, currently **Vice President Sales Channel Development and Customer Relations** has assumed the new role of **Vice President, Special Projects** in the Region Americas effective September 1.

Peter spent much of his career in the automotive industry, moving from England to the United States in 1996 to join BMW Group's former Land Rover organization. Throughout the last 19 years, Peter has lead operations in Rolls-Royce and BMW.

On October 1, **Craig Westbrook, Vice President, Aftersales**, will assume the role of **Vice President, Sales Channel Development and Customer Relations** succeeding Peter Miles. This role incorporates all customer facing touch points including Customer Satisfaction, Center Network Development, Customer Care and Training. In his new role, Craig will further strengthen the company's strategic focus to become the most customer-driven automobile company in the industry.

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BMW Group Company

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Craig joined the BMW Group in 1994 at BMW Manufacturing in Spartanburg, SC, and has forged a diverse and impressive 20+ year career ever since. He has held assignments within the Production, R&D and Sales divisions, including international assignments in Germany and South Africa, always with customer orientation and total quality as his primary focus.

Also on October 1, **Stephan Reiff** will assume the role of **Vice President, Aftersales**, succeeding Craig Westbrook. In this role, Stephan will be responsible for continued development of the Aftersales Business within the U.S. Stephan joins BMW of North America from the role of Vice President for Aftersales Parts Logistics at the Central Distribution Center in Dingolfing, Germany.

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Stephan has over 12 years of experience in Strategy, Product Management, Aftersales and Logistics at the BMW Group. In his last assignment, Stephan was responsible for the BMW Group's global parts logistic networks, directly leading the operations at the Central Parts Distribution Center in Dingolfing with a team of more than 2,000 people, and the leading role for the worldwide parts distribution centers.

"At BMW Group we have intensified our customer-driven focus and these management changes will bring additional strength to improving the customer experience from contact to purchase and then throughout the ownership life-cycle," said Ludwig Willisch, President and CEO, BMW of North America."

### **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 Rolls-Royce 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, 149 BMW motorcycle retailers, 124 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.

Information about BMW products is available to consumers via the Internet at:

[www.bmwusa.com](http://www.bmwusa.com).

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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