

BMW Group

U.S. Press Information

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BMW of North America Announces Management Team Changes

Woodcliff Lake, NJ – February 3, 2016.... Ludwig Willisch President and Chief Executive Officer, BMW of North America is pleased to announce the following changes to his management team.

Monika Reimel will assume the role of **Regional Vice President** for the **Central Region** effective **March 1, 2016**. Monika brings over 15 years of operational and leadership experience to the Central Region. She succeeds Ken Schaeffer who has moved into the role of Head of New Vehicle Sales.

For the past two years, Monika has been **the Regional Aftersales Manager in the Eastern Region**, responsible for parts sales, customer satisfaction, and managing the technical and non-technical aftersales field force.

Shaun Bugbee will assume the role of **Regional Vice President** for the **Eastern Region** effective **April 1, 2016**. Shaun replaces Dan Creed.

Shaun brings 18 years of BMW Group experience to the Eastern Region and has spent the last three years in Munich where he is the **Regional COO for Europe & Africa**, responsible for 15 markets.

In their new roles, both Monika and Shaun will leverage their extensive experience to lead all aspects of their regions including the regional staff, market teams, and dealers in achieving regional business success.

"I congratulate Monika and Shaun and know they will do a great job in their new positions. As regional heads they have critical leadership roles in the company's customer-driven focus, bringing 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.

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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 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 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.

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