

BMW Group

U.S. Press Information

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BMW of North America Announces New Management Team Member

Woodcliff Lake, NJ – July 22, 2016. . . .The following change in the BMW of North America senior management team will become effective July 25.

Ludwig Willisch, President and CEO, BMW of North America, has announced that Michael Peyton will assume the role of Vice President, BMW Motorrad Region Americas, based in Woodcliff Lake, NJ. Peyton will be responsible for BMW motorcycle sales and marketing in the Americas Region. He comes to BMW from Harley-Davidson Motor Company where he was most recently head of U.S. Dealer Development, Americas Region. To his new role, Peyton brings more than 26 years of broad-based, cross-functional experience in sales, marketing, operations and strategy at Harley-Davidson and, previously, Ford Motor Company.

“I am delighted to welcome Michael Peyton to the BMW Group,” said Ludwig Willisch, President and CEO, BMW of North America. “He is customer focused and has a proven record of developing strong relationships with his dealer network and I know he will do well here at BMW.”

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Michael Peyton is an avid motorcyclist, mountain biker, downhill skier and all-around outdoor enthusiast. He begins his new role at BMW Motorrad Region Americas on Monday, July 25.

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

- more -



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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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