

BMW Group

U.S. Press Information

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BMW of North America Announces Management Change

Woodcliff Lake, NJ – August 4, 2016... Petter Witt, Executive Vice President, Operations is pleased to announce that **Charles Silva** will assume the role of **Regional Vice President** of the **Western Region**. The appointment was effective as of August 1, 2016.

A 24 year veteran of the BMW Group, Charles Silva transitioned to the Western Region one year ago to lead Sales and Marketing after having spent several years in Woodcliff Lake improving the company's customer orientation, operations, customer satisfaction, and brand loyalty. Throughout the course of 2016, Charles and the Western Region team have continued to steer BMW's sales and market share leadership in the highly competitive premium segment.

Charles Silva joined the BMW Group in 1992 as an Information Technology Project Manager where he was part of the team that launched the BMW Financial Services division in the United States. He later moved over to BMW of North America serving in a range of significant positions before leading the team tasked with transforming BMW of North America into a culture of customer orientation. The result was BMW Group's first-ever product awards in the J.D. Power Initial Quality Study and Core 4 Leadership, a position BMW continues to hold today.

Petter Witt, who was previously VP of the Western Region, says Charles brings many strengths to his new role: "Charles is one of those individuals who finds ways to be effective on his very first day on the job. I saw it personally when he joined the Western Region as a Regional Sales and Marketing Manager in September of last year. I look

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forward to seeing him succeed in his new role leading a very talented team in the Western Region.”

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 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.

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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.