

# BMW Group

## U.S. Press Information

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### BMW of North America Announces Management Team Changes

**Woodcliff Lake, NJ – February 2, 2017...** Ludwig Willisch, Head of BMW Group Region Americas, is pleased to announce that Bernhard Kuhnt will become the newest member of his executive management team in the U.S. effective March 1, 2017.

Bernhard Kuhnt will be the new CEO, BMW of North America, responsible for the U.S. market. Kuhnt is no stranger to the U.S. having previously spent more than nine years in automotive sales management in the United States. Currently, he is responsible for the BMW Group importer markets, overseeing sales in more than 80 countries.

Ludwig Willisch is also announcing that Petter Witt, Executive V.P. Operations, will leave his position at the end of February, moving on to a new role outside the company. In his new role as CEO, Bernhard Kuhnt will have a clear priority to appoint a successor for this position in the period ahead.

"I am delighted to welcome Bernhard Kuhnt to our Americas team," said Ludwig Willisch. "Bernhard brings many years of experience in the global automotive industry to his new role here in the United States. At the same time, we are sorry to say goodbye to Petter Witt, but wish him the greatest success in his new business endeavor."

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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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 152 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.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).