

BMW Group

U.S. Press Information

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BMW of North America Announces the Retirement of Ludwig Willisch

Woodcliff Lake, NJ – July 25, 2017.... Following a successful and storied 21-year career with the BMW Group, Ludwig Willisch, Head of BMW Group Region Americas has announced he will retire from the company effective August 1, 2017.

In his Americas role, Ludwig has managed all sales, marketing and distribution activities from Canada to Argentina for the BMW Group, and up through March of this year he held the additional role of President and CEO of BMW of North America, LLC.

Since his arrival at BMW of North America in 2011, Ludwig has led the Americas Region to new levels of market growth and success.

“During his time with us at BMW, Ludwig has been responsible for the sale of well over 5 million vehicles!” said Harald Krueger, Chairman of the Board of Management of BMW AG. “Ludwig is quite a salesman, however, he has left a much greater legacy as a strong ambassador for the company and as a mentor to so many who have had the opportunity to work with him over the years.”

An avid amateur race, Ludwig’s passion for competition influenced his leadership style and his motivating of others in their pursuit of success:

(Ludwig Willisch) “The success we have experienced and enjoyed over the last several years is because of the spirit, creativity, and willingness of the entire team here in the Americas. We - all of us working together - achieved the great results. The team spirit that held us together and moved us forward is what makes me most proud of the years I spent as your CEO.”

“Now, I am very pleased to say that I am leaving you in good hands and I know you will give your great support to Bernhard and his team as we complete the transition.”

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The leadership transition at BMW Group Americas will be complete on August 1, when Bernhard Kuhnt, who is currently President and CEO of BMW of North America, assumes full responsibility as Head of BMW Group Region Americas. Bernhard looks forward to building further on the success of the entire Americas Region working with the operating heads of the BMW Group sales subsidiaries in North, Central, and South 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 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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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