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Woodcliff Lake, NJ – August 7, 2018 – MINI USA announces that **Claude Bruni** assumes the role of Department Head of Sales & Operations for MINI USA effective August 1. In this role, Bruni leads sales, volume planning, and distribution operations for MINI in the United States, reporting directly to Thomas Felbermair, Vice President, MINI Region Americas.

Bruni succeeds **Thomas Salkowsky** who is taking on a new role within the BMW Group supporting further development of the company's Customer Experience strategy.

With over 30 years of diverse automotive experience, Bruni transitions from his most recent role as Regional Aftersales Manager for BMW and MINI in the Western Region, a position he has held since 2016.

Previously, Bruni held roles in Aftersales, Sales, Marketing and Dealer Development for the BMW and MINI brands. Bruni began his automotive career in 1988 on the retail technical service side, joining the BMW Group in 2001 as a Field Service Engineer and later moving to an Aftersales Business role.

In 2004 Bruni joined MINI USA in Sales as an Area Manager in the Western Region. In 2011 he transitioned to the BMW brand as BMW Area Manager for the metro Los Angeles market. Bruni then rejoined MINI in 2013, as Regional Business Manager, a position held until 2016 when he took on his most recent regional Aftersales leadership role.

Thomas Salkowsky, a 22-year employee of the BMW Group, has broad experience in various leadership positions within the organization including seven and-a-half years with the MINI brand.

Prior to leading Sales for MINI USA, Salkowsky served on international assignment as Department Head of Marketing Steering for MINI at BMW Group Headquarters in Munich, Germany, November 2014 to May 2017. Previously Salkowsky served as Department Head, MINI Brand Communications where he led U.S. brand marketing from December 2010.

In 1991 Salkowsky began his automotive career in retail sales, joining BMW of North America in 1996 where he held numerous roles of increasing responsibility in Training, Marketing, Motorsport, and Corporate Communications.

“We’re happy to welcome Claude as new Head of Sales for MINI USA, and anticipate that his sales and leadership experience will further support our sales network and strengthen the MINI brand in the U.S.” said Thomas Felbermair, Vice President, MINI Region Americas. “We’re also incredibly thankful to Tom for his leadership and dedication to the MINI brand over the last seven and-a-half years, and we wish him well in his new role within the BMW Group.”

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 126 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of six unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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