

BMW Group

U.S. Press Information

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BMW of North America Appoints Claus Eberhart to Vice President, Aftersales.

Woodcliff Lake, NJ – January 25, 2019... BMW of North America today announced the appointment of Claus Eberhart to the position of vice president, aftersales effective March 1. Eberhart replaces Stephan Reiff who has returned to Germany to take on a new vice president position at the BMW Group headquarters in Munich.

Reporting directly to Bernhard Kuhnt, president and CEO of BMW of North America, Eberhart will serve as a member of the company's executive management team and has responsibility for the continued development of the aftersales business within the U.S. market. Additional areas of focus include overseeing customer service operations, technical services, parts logistics, warranties, vehicle distribution centers and BMW's Group University program, which delivers training and recruitment solutions for the company's dealer network.

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"I would like to thank Stephan for his leadership and contributions to our aftersales business here in the U.S., and wish him continued success in his new role at BMW Group headquarters," said Bernhard Kuhnt, president & CEO of BMW of North America. "We are excited to welcome Claus to our executive team and look forward to working together to further our mission of providing customers the best service experience throughout the ownership life-cycle."

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A 22-year employee of the BMW Group, Eberhart has extensive international business experience in various leadership positions across the globe. His most recent post was vice president of strategy, processes, and sales channel development for the aftersales business management division of the BMW Group worldwide.

Eberhart began his career at Hewlett Packard Germany in 1992. Two years later, he joined the Chamber of Commerce in Stuttgart under the Department of Industry and Transportation as a manager in logistics and transportation. He joined the BMW Group in 1997 and held various positions in distribution planning, parts and supply chain management before he became vice president of marketing for products and services within the global aftersales management division in 2011. Three years later, Eberhart moved to Beijing, China on an expat assignment where he took over as vice president of aftersales for BMW Brilliance Automotive, the joint venture between the BMW Group and Brilliance China Automotive Holdings Ltd.

Originally from Stuttgart, Germany, Eberhart studied at the University of Stuttgart where he received a business degree.

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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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 346 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 126 MINI passenger car dealers, and 37 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 and www.press.bmwna.com.