

BMW Group

U.S. Press Information

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Contact: Mariella Kapsaskis
Department Head, Corporate Communications
BMW of North America, LLC
(201) 930-3166 / mariella.kapsaskis@bmwna.com

Phil Dilanni
Manager, Corporate Communications
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

BMW of North America Appoints Uwe Dreher to Vice President, Marketing.

Woodcliff Lake, NJ – May 29, 2019... BMW of North America today announced the appointment of Uwe Dreher to the position of vice president, marketing effective July 1. Dreher succeeds Trudy Hardy who, as previously announced, will be assuming the role of vice president of BMW Motorrad of the Americas on the same date.

Reporting directly to Bernhard Kuhnt, president and CEO of BMW of North America, Dreher will serve as a member of the company's executive management team and will oversee all marketing communication and product planning for the BMW brand within the U.S. market. His most recent post was at the BMW Group headquarters in Munich, where he served in the central marketing department as the vice president for global BMW, BMW i and BMW M brand communication.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

“We thank Trudy for all her great work over the years and are excited to welcome Uwe to the U.S., one of the biggest BMW markets in the world, to build upon that momentum,” said Bernhard Kuhnt, president & CEO of BMW of North America. “His passion for the brand, combined with his varied global marketing experience makes him a great addition to our leadership team. As BMW continues the largest product offensive in our history, we look forward to working together with Uwe to further sharpen our customer focus and solidify our brand position.”

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A 17-year employee of the BMW Group, Dreher has a wide range of marketing expertise with positions both at headquarters in Munich and abroad. He started with the company in 2002 working on brand management with MINI at the time of the relaunch of the brand. In 2007, Dreher transitioned within the global marketing department to a position with BMW brand management, as the head of all motorsport marketing and product placement. Three years later, he became the global head of marketing for BMW i, where he led the launch of the brand. In 2013, he moved to the UK on an expat assignment where he took over as marketing director for BMW in the market until 2015.

Dreher studied at the University of Ravensburg, Germany, where he received a business administration 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 347 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 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.