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New Leadership for BMW Group Technology Office in Silicon Valley.

- Lorenz Makeschin takes over as head of the BMW Group Technology Office USA, tasked with accelerating technological innovation and partnerships that can yield benefits throughout the BMW Group.
- As planned, Simon Euringer returns to BMW AG in Munich, Germany where he is taking on a new management role driving next-generation systems for voice interaction with vehicles.

Mountain View, CA – August 5, 2019... The BMW Group today announced that Lorenz Makeschin has been named Vice President of the BMW Group Technology Office USA, where he will lead several research and development teams working to bring new technological innovation, products, and services into the BMW Group.

Lorenz is replacing Simon Euringer, who has successfully overseen the office for the past three years and will now apply his Silicon Valley experience in a new Munich-based management position driving next-generation systems for voice interaction with vehicles.

The BMW Group Technology Office in Mountain View plays a vital role within the global research and development network of the BMW Group by securing access to new technologies and building collaborative relationships with startups and more-established companies from beyond the traditional automotive space.

These efforts have enabled the Tech Office in Mountain View to build a decade-long record of delivering key solutions and innovations to the global BMW Group, forming the basis for features found in BMW vehicles in the road today.

After earning his degree in computer engineering, Makeschin joined the BMW Group in 2005. Since then, Lorenz has built and led several R&D teams from their foundation onward, ranging from connected car topics, to key elements of systems for highly automated driving, to location-based services – endeavors that have taken him from Germany to China and now the United States.

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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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 MINI passenger car dealers, and 38 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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