

BMW Group

U.S. Press Information

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BMW of North America Announces New Executive Appointment.

Woodcliff Lake, NJ – October 18, 2023.... BMW of North America announced today the appointment of Neal Guthrie as the company's next Vice President, Customer Support and Aftersales. Guthrie will assume responsibility for customer service operations, technical services, parts logistics, warranties, vehicle distribution centers and the BMW Group University program when he succeeds Claus Eberhart on November 1, 2023. Eberhart will retire at the end of the year after 26 years with the company.

Guthrie began his career with The BMW Group at Plant Spartanburg 1999 and went on to hold several positions within the engineering, production, and quality teams. In 2018, he joined BMW of North America in his current role as Department Head, Technical Service, where he has supported BMW dealers in the U.S. with the technical information and solutions needed to maximize efficiency and service.

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"This appointment celebrates Neal's strong operational performance and proven strategic capabilities," said Sebastian Mackensen, President & CEO, BMW of North America. "We welcome him to the role and are convinced that his deep knowledge of the company, coupled with his clear ability to build and lead teams, puts our Aftersales business in the right hands for the next phase of customer support and growth."

Claus Eberhart joined The BMW Group in 1997 and has held senior leadership positions across the globe from Germany to China, before arriving in the U.S. in 2019. He has been a critical part of The BMW Group's growth during his time with the company.



“Claus is an experienced leader who made tremendous contributions to the success and growth of the BMW Group Aftersales business in the multiple international roles he has held over the last 26 years,” said Mackensen. “Since joining the U.S. team in 2019, Claus has fostered a strong collaboration with the sales team and been a driving force in the electric and digital transformation of our business. We thank him for his many contributions and wish him all the best on his retirement,”

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BMW Group In America

BMW (US) Holding, Corp. is the shareholder of BMW of North America, LLC, which 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/USA, Inc., 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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 104 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.

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