

BMW Group

U.S. Press Information

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Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

Mariella Kapsaskis
BMW of North America, LLC
mariella.kapsaskis@bmwna.com

BMW of North America Announces Executive Changes.

Woodcliff Lake, NJ – October 25, 2024.... BMW of North America announced today changes to its regional leadership team. Tom Shanley will assume the role of Vice President, Eastern Region succeeding Aksel Krieger, who moves to BMW Group Financial Services North America to become Vice President, Sales and Marketing. Martin Fritsches moves to BMW of North America as Vice President, Western Region from Rolls-Royce Motor Cars North America, succeeding Shanley.

"The current strength of the BMW brand, and our sales performance over the past several years, is a direct result of both our product portfolio and the talented, dynamic leadership team that we have in place," said Shaun Bugbee, Executive Vice President, Operations, BMW of North America. "I'm happy to bring Tom Shanley back to the Eastern Region where, I have no doubt, he'll pick up right where he left off. I'd also like to welcome Martin Fritsches, who will draw on his experience with all four of our brands, to lead BMW in the Western Region."

Over the past two years, Shanley led BMW of North America's Western Region operations and set new benchmarks for electric vehicle sales, while also increasing SUV performance and market share. With this change, Shanley returns to the position where he started his BMW Group career in 2017.

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
bmwusa.com

Martin Fritsches succeeds Tom Shanley as Vice President, Western Region, joining BMW of North America from Rolls-Royce Motor Cars North America, where he has served as President since May 2018. During his time with Rolls-Royce, Fritsches delivered record sales and the brand's highest dealer satisfaction scores, while also overseeing the U.S. launch of its first Sports Utility Vehicle and first electric vehicle.

Since joining the BMW Group in 1999, Fritsches has held several senior positions with the company in Argentina, Germany, and Brazil. Immediately prior to joining Rolls-Royce Motor Cars North America, Fritsches served as Sales Director for the BMW brand in Brazil where he successfully boosted sales of both new and used vehicles, optimized the local dealer network, and helped establish BMW as the top premium brand in the country.

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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 assembles 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 350 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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