

BMW Group

U.S. Press Information

For Release: May 27, 2025

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BMW Group Financial Services North America Announces Executive Leadership Change.

- Broderick McKinney named Vice President, Used Cars, succeeding Rocio Carrascosa.

Woodcliff Lake, NJ – May 27, 2025... BMW Group Financial Services North America announced today a change to its executive leadership team. Effective July 1, 2025, Broderick McKinney will assume the role of Vice President, Used Cars, succeeding Rocio Carrascosa who will return to Spain to become the CEO of the Spanish branch of BMW Bank GmbH.

McKinney joins BMW Group Financial Services, NA from BMW of North America, where he currently serves as Vice President, Central Region, responsible for leading all sales, marketing, aftersales, and center development functions across the midwestern U.S. market. McKinney assumed leadership of the Central Region in 2020 and led the region to record new vehicle sales in the last two years.

In his new role, McKinney will report directly to Birgit Boehm, President and CEO of BMW Group Financial Services, NA, and serve as a member of the BMW Group Financial Services Executive Committee.

"We are excited to welcome Broderick to the BMW Group Financial Services, NA team as he takes over the pre-owned business, a critical component of our operations," said Boehm. "With his extensive experience within the sales company and working alongside our dealer network, we are confident that he will drive continued growth and innovation in this key area. At the same time, we want to express our sincere gratitude to Rocio for her strong leadership and contributions over these past three years. We wish her all the best as she returns to her home market to take on this exciting new role."

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McKinney initially joined BMW of North America as a Market Sales Operations Manager in the Chicago Market in 2003. During his time with the BMW Group, McKinney has also served as Department Head for MINI, Central Region.

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BMW Group Financial Services NA, LLC

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit. BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW Group customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than \$40 billion in serviced assets and 1,100,000 automotive lending customers across the U.S., BMW Group Financial Services finances more than half of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 900 people, including consultants and service providers, many of whom are located in Columbus, Ohio, which serves the U.S. and Canadian markets through its Regional Services Center.

In 2001, the MINI Financial Services division was established to provide support for the brand's dealers and its customers by offering financing and leasing options and branded financial services products.

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