

BMW Group

U.S. Press Information

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BMW Group Financial Services North America Appoints New President & CEO.

- Ole Jensen Succeeds Birgit Boehm as President and CEO of BMW Group Financial Services in the U.S. and Head of BMW Group Financial Services, Region Americas, Effective August 1, 2025.
- Tobias Essig Named Chief Financial Officer of BMW Group Financial Services in the U.S.

Woodcliff Lake, NJ – June 6, 2025... BMW Group Financial Services North America announced today that Ole Jensen would succeed Birgit Boehm as the President and CEO of BMW Group Financial Services in the U.S. and Head of BMW Group Financial Services, Region Americas, effective August 1, 2025. He has served as the company's Chief Financial Officer since October 2021.

In his new role, Jensen will take on responsibility for leading business strategy and operations for BMW Group Financial Services in the United States, with additional oversight for the company's operations in Canada, Mexico, and Brazil.

"Ole has been an integral part of the BMW Group Financial Services leadership team for two decades," said Gerald Holzmann, Global Head of BMW Group Financial Services. "His strong global perspective—paired with the local insight and relationships he's built with the Americas team these past four years—will serve him well as the new President & CEO of BMW Group Financial Services in North America. We wish him all the best in his new role."

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Jensen began his career at BMW Group Financial Services in Munich on the Risk Management team in July 2005. Since then, he has held several roles at the company including Chief Financial Officer positions at BMW Group Financial Services in Seoul, South Korea and at BMW Bank Milan, Italy.

Boehm leaves her post at BMW Group Financial Services to become the President & CEO of BMW Brilliance Automotive (BBA), BMW Group's joint venture in China whose business operations include R&D, procurement, production, sales, and after-sales services of BMW automobiles in China. She initially joined the BMW Group as Senior Vice President, Finance and Group Treasurer in Munich in 2018 before moving to the U.S. in 2022.

Succeeding Jensen as Chief Financial Officer of BMW Group Financial Services in the U.S. is Tobias Essig, who has been the General Manager of Finance and Administration for BMW Group Spain and Portugal since 2020. Essig began his career with the BMW Group in 1997 and has held Chief Financial Officer positions for the company in the UK, Thailand, and South Africa, and Head of Reporting and Global Business Planning for BMW Group Financial Services.

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BMW Financial Services NA, LLC

BMW Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW Group products. Since then, the company has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit. BMW 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 company 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 Financial Services finances more than half of the BMWs sold or leased in North America. BMW 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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