

# BMW Group

## U.S. Press Information

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### **BMW Group Announces New Executive Appointment for MINI in Americas Region.**

**Woodcliff Lake, N.J. – February 23, 2026...** The BMW Group in the U.S. announced today the appointment of Sean Green to the position of Vice President, MINI Region Americas, effective May 1, 2026. He succeeds Mike Peyton, who has decided to pursue other opportunities outside the company. Green joins the Americas having most recently served as head of BMW Group China in Beijing, overseeing all facets of BMW Group activities in the region.

A native of England, Green has worked for the BMW Group for more than 35 years. At 16 he joined BMW in the UK as an apprentice technician, working his way through the company with roles in aftersales, product marketing, and sales for both the BMW and MINI brands. His career includes four years at the Munich headquarters and three and a half years managing the BMW Group in Dublin, Ireland. For more than 10 years, Green served in Beijing in senior leadership roles across the BMW Group brands, culminating with his most recent role as head of the region.

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“The Americas region plays an important role for the BMW Group globally,” said Sebastian Mackensen, President and CEO, BMW of North America. “Sean comes to the region with great experience, passion, and a proven leadership track record that will help us build on the success of the MINI brand in the region, and I’m looking forward to working together with him again. We thank Mike for his decade-long contributions to the MINI and BMW Motorrad businesses and wish him well in his future endeavors.”

Green’s connection to MINI began early. He recalls his first family car, a green 1967 Mini 850, followed by his first personal car at age 17, a blue Mini 1000. Since 2000, Green has been closely

involved with the brand, including the MINI relaunch in the UK and leadership of the MINI business in both Europe and China.

Mike Peyton leaves the BMW Group after leading the BMW Motorrad and MINI operations in the Americas region. As head of MINI of the Americas, Peyton drove improvements to the dealer network and to the business that helped increase profitability and set the stage for the successful launch of an entirely new product portfolio for the brand. Previously, Peyton held leadership roles at Harley-Davidson and Ford Motor Company.

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**BMW Group in the U.S.**

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 105 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](#).

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