

BMW Group

U.S. Press Information

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BMW of North America Announces New Executive Appointment.

- **April Vigilante Named Vice President of Customer Support and Aftersales.**

Woodcliff Lake, N.J. – July 20, 2026... BMW of North America today announced that April Vigilante has been named Vice President, Customer Support and Aftersales, effective October 1, 2026. In this role, Vigilante will oversee the company's customer support and aftersales organization in the U.S., including technical service, warranty, parts logistics, and the development of the aftersales business across BMW's dealer network. She will report directly to Sebastian Mackensen, President and CEO, BMW of North America.

Vigilante brings more than 25 years of experience with BMW of North America and a broad understanding of the company's operations, dealer network and customer business. She currently serves as Department Head of Human Resources Management, HR Marketing and Recruiting.

"April's extensive experience across our business, together with her strong relationships throughout our company and dealer network, makes her exceptionally well suited to lead our Customer Support and Aftersales organization," said Mackensen. "Aftersales plays a critical role in the customer experience and in the long-term success of our brands and our dealers. I am confident April's leadership will help us further strengthen both."

Vigilante began her career with BMW of North America in 2000 in parts logistics and subsequently held positions across operations, sales, aftersales and human resources. From 2021 to 2023, she served as Department Head of Aftersales for BMW's Western Region before assuming her current role in human resources.

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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 359 BMW retailers, 139 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 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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