

Media Information
22 September 2023

Ms. Claudia Wieshuber appointed new Director of Marketing, BMW Asia.



Singapore. BMW Group Asia is pleased to announce that Ms. Claudia Wieshuber has been appointed the Director of Marketing, BMW Asia, with effect from 1 October 2023. Prior to her new appointment, Ms. Wieshuber served the last 7 years as the Head of Communication Strategy for BMW Luxury Class for BMW based in Munich.

“We are excited to welcome Claudia to Singapore to lead our Marketing team,” said Mr. Lars Nielsen, Managing Director, BMW Group Asia. “Claudia’s experience across multiple marketing disciplines, combined with her extensive knowledge on our BMW i and BMW Luxury Class Communication Strategy, paired with her professional network, will be invaluable as we look to further intensify our on-going BMW Electrified Vehicles Product Offensive roll-out coupled together with BMW Customer and Brand focus topics across the region.”

Ms. Wieshuber has been with BMW Group since 2003 and was part of the team who developed the concept of the BMW Welt prior to the opening in 2007. In 2010, she moved on to be part of the team that developed the Communication and Brand Strategy for BMW i. Prior to her current role in Munich, Ms. Wieshuber was the Head of Marketing for the Joint Venture Partner Support Project (Brilliance Auto) based in Beijing.

BMW Group Asia comprises of 14 markets, including; Singapore, Indonesia, Vietnam, Philippines, Sri Lanka, Brunei, Bangladesh, Guam, New Caledonia, Nepal, Tahiti, Cambodia, Laos, and Myanmar.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

The BMW Group

With its four brands BMW, MINI, Rolls-Royce, and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The



BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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