

Media Information
14 December 2021

BMW Group strategically repositions Customer, Brands and Sales Division under the leadership of Pieter Nota. Further changes at BMW Group Financial Services and Group Treasury

- Sales Regions Europe and Germany are merged under the leadership of Bernhard Kuhnt
- Essential digitalization at the customer interface entails personnel changes in product management and the MINI brand
- Change at the top of BMW Group Financial Services
- Group Treasury under new management

Munich. The BMW Group is strategically repositioning the Customer, Brands and Sales division under the leadership of Pieter Nota, Member of the Board of Management of BMW AG. Digitalization at the customer interface, which is fundamental for the Group, will pave the way for a successful and powerful BMW Group sales organisation moving forward.

In the future, the company will take even greater account of the weighting of the major regions of Europe, Asia and the Americas. As part of the new sales and marketing strategy, the sales regions Germany and Europe will be merged from 1 April 2022 under the leadership of Bernhard Kuhnt, currently Senior Vice President Market Germany. Within the sales region Europe, Stefan Teuchert, Head of BMW Sales Germany, will assume responsibility for the German market from April. At the same time, Jean-Philippe Parain, currently heading the sales region Europe, will take over responsibility for the sales region Asia-Pacific, Eastern Europe, Middle East and Africa from Hendrik von Kuenheim, who will retire. Together with its strong dealer network, the BMW Group is thus ensuring a sales organisation that is geared to the future and focused entirely on the customer.

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As part of the realignment of the Customer, Brands and Sales division, a strategic function for the forward-looking digitalization of sales processes will be created within the Europe sales region. Peter Henrich, currently Head of Product Management and Connected Company, will be responsible for this key function from 1 February 2022. At the same time, Bernd Koerber, Head of the MINI brand since April 2019, will take over responsibility from Peter Henrich for BMW Product Management and the Connected Company. Stefanie Wurst, who was heading the BMW Group Netherlands until November, will follow him and be in charge of the MINI brand from February.

The following changes will take place in the Finance division: Dr. Thomas Wittig, Head of BMW Group Financial Services, will retire. He will be succeeded by Gerald Holzmann, currently Head of Finance within Financial Services. In addition, as of 1 April, Birgit Boehm-Wannenwetsch, Head of Group Treasury, will take over as head of the Americas region at BMW Group Financial Services. Ritu Chandy, who currently heads the Asia-Pacific region at Financial Services, will succeed as Head of Group Treasury.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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