

Media Information
13 May 2024

Change in leadership at MINI brand

Munich. The BMW Group has announced a change in personnel at the helm of the MINI brand. Effective 1 August 2024, Stefan Richmann will take over management of MINI from Stefanie Wurst, who has held this position since 1 February 2022.

In recent years, Stefanie Wurst has strategically successfully focused the British premium brand MINI on new markets and target groups, and in particular on electric mobility and digitalization. She has also developed the international MINI sales organisation into a sustainable and customer-focused sales model and has played a decisive role in the phased introduction of MINI direct sales in China and Europe.

Wurst built on the MINI brand's strong heritage, while at the same time realigning it for the future. With the rollout of the New MINI Family, the brand is currently at a high point in its 65-year history. Three models with strong characters, the MINI Cooper*, MINI Aceman* and MINI Countryman*, embody the digitalisation of products and services, electrification of the brand and MINI's signature go-kart feeling.

Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales: "We would like to thank Stefanie Wurst for her great personal commitment and her valuable contribution to MINI's future direction. With Stefan Richmann, a senior executive of the BMW Group with many years of experience in Germany and abroad, will take over the management of the MINI brand from August."

Richmann began his career at the BMW Group in 1997. Since then, he has held numerous managerial positions within the company. In 2000, he moved to Corporate Strategic Planning and, in 2004, was appointed head of Sales Controlling. From

2008, Richmann was responsible for the finances of BMW Spain as CFO. He returned to Munich at the end of 2010, where he fulfilled several further management roles in the Finance and Controlling division and Product Management at BMW Group headquarters. From 2017, Richmann served as CFO in the US. In April 2022, he took over as head of the Corporate Strategy division.

CO2 EMISSIONS & CONSUMPTION.

MINI Countryman: energy consumption combined in l/100km: 6,2; CO2 emissions combined g/km: 141; CO2 class E

MINI Cooper 3-door: energy consumption combined in l/100km: 6,4; CO2 emissions combined g/km: 144; CO2 class E

MINI Aceman E: electricity consumption combined: 14,7 – 14,1 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km; CO2-class: A; Range in km according to WLTP: 298 - 310

BMW Group Corporate Communications

Andreas Lampka, head of MINI Communications

Telephone: +49 89 382-23662

Email: andreas.lampka@MINI.com

Eckhard Wannieck, head of Communications BMW Group, Finance, Sales

Telephone: +49 89 382-24544

Email: eckhard.wannieck@bmwgroup.com

Media website: www.press.bmwgroup.com/deutschland

Email: presse@bmwgroup.com

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

www.bmwgroup.com

**BMW
GROUP**

Corporate Communications

Media Information

Date 13 May 2024

Subject **Change in leadership at MINI brand**

Page 3



ROLLS-ROYCE
MOTOR CARS LTD

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

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