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# BMW Group Announces Changes in Management Team

# Arturo Piñeiro appointed to President and CEO of BMW Group Brazil.

# Kevin Coon appointed to Regional Vice President – BMW Group China.

# David Duncan to follow Arturo Piñeiro as Regional Vice President, Western Region.

# Ken Schaeffer to follow Kevin Coon as Regional Vice President, Central Region.

**Woodcliff Lake, NJ – February 22, 2013…** BMW of North America, LLC is pleased to announce the following new appointments to its management team in the Americas.

Arturo Piñeiro will assume the role of President and CEO of BMW Group Brazil, based in San Paulo, Brazil starting April 1. Currently, Piñeiro is the Regional Vice President of the Western Region, a position he has held since August, 2010. Prior to that, Piñeiro headed the U.S. unit of BMW Motorcycles and later served as Regional Vice President of the company’s Central Region. Piñeiro has been with the company since 1995. Brazil is currently recognized as one of the up and coming BRIKT economies (Brazil, Russia, India, Korea and Turkey) and will also be the site of a new BMW factory.

Kevin Coon will assume the role of Regional Vice President – BMW Group China, based in Hong Kong, effective April 1. In this role, Coon will head up the Taiwan, Macao, and Hong Kong markets. Currently, he is the Regional Vice President of the Central Region, a position Coon has held since August, 2010. Coon has over 25 years of diverse operational experience with the BMW Group spread across sales, marketing, aftersales, and dealer development in multiple regions across the world including Germany, UK, Eastern Europe, Central Asia, Africa, the Caribbean and the Middle East.

David Duncan will succeed Arturo Piñeiro as Regional Vice President of the company’s Western Region based in Los Angeles. In his new function, also effective April 1, Duncan will be responsible for sales of BMW and MINI vehicles in 11 western states. Currently, Duncan is the Department Head - MINI Sales and Aftersales, a position he has held since October, 2009. Previously, Duncan has held various sales, marketing, and aftersales positions for BMW, MINI and BMW Motorcycles. Duncan has been with the company since 1998.

Ken Schaeffer will succeed Kevin Coon as Regional Vice President of the company’s Central Region based in Chicago. In his new function, also effective April 1, Schaeffer will be responsible for sales of BMW and MINI vehicles in 15 midwestern states. Currently, Schaeffer is the Regional Sales & Marketing Manager in the company’s Eastern Region, a position he has held since January, 2010. Previously, Schaeffer has held various sales, marketing, and aftersales positions within key metro markets. Schaeffer has been with the company since 1996.

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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