



## MINI USA ANNOUNCES NEW HEAD OF PRODUCT PLANNING & AFTERSALES

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### MINI USA ANNOUNCES NEW HEAD OF PRODUCT PLANNING & AFTERSALES

- *Company confirms additional changes to bolster executive management team under Thomas Felbermair*

**Woodcliff Lake, NJ – June 7, 2017** – MINI USA today announced that **Randy Clements** will assume the role of Department Head for Product Planning & Aftersales, replacing **Patrick McKenna**, effective June 1. Last month, MINI USA announced McKenna had assumed the role of Department Head, MINI Brand Communications, and that **Tom Salkowsky** had assumed the role of Department Head, Sales.

Clements' appointment as the new head of Product Planning & Aftersales, as well as the appointment earlier this year of **Laura Towey** as the new Department Head, Business Development & Strategy, completes a number of changes made by the company to bolster the executive management team under **Thomas Felbermair**, Vice President, MINI Region Americas.

Clements' BMW Group experience includes over 25 years of diverse automotive experience spread across both the retail and wholesale side of the business. He is transferring from his current role of Department Head, Aftersales-Central Region for BMW.

"We're excited to welcome Randy to the team, and are confident that his unique and diverse experience within all facets of the industry will prove to be indispensable," said Thomas Felbermair, Vice President, MINI Region Americas. "With Randy, we've found the last piece to the puzzle that is our executive team, and truly believe we have the right team in place to help further strengthen the MINI USA brand and increase dealer profitability."

In addition to the executive team changes, **Jerome Ruppert** has assumed the role of MINI Regional Business Manager, Southern Region, as of June 1. Ruppert

moves to the MINI Team from his current role as Regional Sales and Marketing Manager in the Southern Region for BMW. In his new role, Ruppert will be a key part of the MINI Team, responsible for driving sales growth and dealer profitability in the Southern Region. Ruppert will replace **Craig Phillips**, who will assume the role of MINI Area Manager, Southern East market. Lastly, **Mark Orlando**, former Department Head, Sales, MINI USA, has assumed the role of BMW Regional Sales and Marketing Manager in the Southern Region.

#### **About MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 127 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of six unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).