



## BMW Brand Management under new leadership

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Steven Althaus joins automobile manufacturer Munich. Steven F. Althaus will become the new Director Brand Management BMW and Marketing Services BMW Group. The 44-year-old will assume his new position in Munich in January 2013. Althaus holds a doctorate in business administration and was most recently Chairman and CEO of the communications agency Publicis Germany and Austria. His previous roles include Head of Global Brand Management and Strategic Partnerships at Allianz SE. "We are delighted to gain an experienced manager like Steven Althaus, who is acknowledged as an expert in the communications sector," commented Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW. In his new role, Althaus's responsibilities will include brand management, strategy and global marketing communications for the BMW brand and for the BMW i sub-brand.  
Bildunterschrift: Dr. Steven F. Althaus, as of January 2013 Director Brand Management BMW and Marketing Services BMW Group (12/2012)  
For inquiries please contact:  
Corporate Communications  
Jochen Frey, Business, Finance and Sustainability Communications, HR  
Telephone: +49 89 382-41125  
Alexander Bilgeri, Head of Business, Finance and Sustainability Communications  
Telephone: +49 89 382-24544  
Email: presse@bmw.de  
Media website: www.press.bmwgroup.com  
The BMW Group  
The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries. In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees. The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.  
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## Pressekontakt

BMW Group

80788 München

presse@bmw.de

## Firmenkontakt

BMW Group

80788 München

presse@bmw.de

Die Aktivitäten der BMW Group umfassen neben dem Automobilgeschäft die Entwicklung, Produktion und Vermarktung von Motorrädern sowie umfassende Finanzdienstleistungen für Privat- und Geschäftskunden: Automobile. Mit den Marken BMW, MINI und Rolls-Royce Motor Cars ist die BMW Group der einzige Automobilhersteller weltweit, der mit allen Marken und über alle relevanten Segmente hinweg eine reine Premiummarken-Strategie verfolgt, vom exklusiven Kleinwagen bis zur absoluten Top-Limousine. Motorräder. Auch bei den Motorrädern verfolgt die BMW Group eine Premiummarken-Strategie. Unser Anspruch: In den Bereichen Technologie, Umweltschutz und Sicherheit führende Produkte im oberen Segment der motorisierten Zweiräder zu entwickeln, zu produzieren und mit einem umfassenden Service im Markt zu betreuen. Finanzdienstleistungen. Wir verstehen Finanzdienstleistungen als Schlüsselfaktor in einer mobilen Welt. Hierbei setzen wir auf ein konzentriertes Produktportfolio, in dem wir jede Detailfrage mit Expertenwissen beantworten können. Unsere Tätigkeitsfelder im Einzelnen: Finanzierung und Leasing, Vermögensmanagement, Händlerfinanzierung, Flottengeschäft. Unsere weiteren Geschäftsbereiche: IT-Beratung und Systemintegration (Softlab GmbH) und Versicherungen (Bavaria Wirtschaftsagentur GmbH). Die Unternehmenszentrale in München steuert die Aktivitäten der BMW Group weltweit. Im Vierzylinder am Olympiapark laufen die Fäden aus mehr als 150 Ländern zusammen.