

Media Information

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BMW Group Asia makes key management change. Customer Support function welcomes stalwart back to Singapore.



From left to right: Ramesh Divyanathan, Fernando (Doji) Ferrer

Singapore. BMW Group Asia announced a management change to its Customer Support function to bolster the organisation's ongoing business development needs. Effective 1 September 2024, Fernando (Doji) Ferrer handed over the reins as Customer Support Director to Ramesh Divyanathan.

Doji led the Customer Support function since 2018 and has been influential in bringing the business forward, expanding the service network in Singapore and improving customer satisfaction in the region. He has relocated to Beijing, China, to take on the role of **Head of Aftersales Channel Process and Systems at BBA Brilliance Automotive.**

"The Customer Support division is a critical part of our organisation that ensures a smooth ownership journey for all customers," said Lars Nielsen, Managing Director, BMW Group Asia. "In line with this objective, one of Doji's key successes was overseeing the digitalisation of the service experience. This development significantly enhanced efficiency and reduced customer waiting time. With a strong team and solid processes in place, Doji has clearly left his mark here. I would like to thank him for his incredible contribution to BMW Group Asia these past six years and wish him all the best in his exciting new role."

Ramesh, who has been instrumental in driving the growth of BMW Group Indonesia as President Director over the last six years, has assumed the role of **Customer Support Director at BMW Group Asia** in Singapore. Ramesh has previously held Director positions at BMW Group Asia in Sales Channel Development, Marketing and Corporate Affairs.

"Ramesh enjoyed huge success leading the organisation in Indonesia and his track record speaks for itself. In addition to elevating the business to the next level, the perspectives that he has gained over the years from managing all aspects of the company show that he excels at running a high performing team. Ramesh is a familiar face within the group, and we are delighted to have him back home. I am confident that with the breadth of his knowledge and experience in taking excellent care of our customers, he will be a strong asset to the team in Singapore," added Nielsen.

"I am proud of the achievements that Doji and Ramesh have accomplished at BMW Group Asia, and I look forward to their continued success," concluded Nielsen.

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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 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.

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