

## BMW SA's CEO Tim Abbot resigns

BMW Group South Africa recently announced that its CEO Tim Abbott has resigned to focus on projects 'close to his heart' in the country. These projects are centred around transformation and conservation according to BMW. Abbott's last day is on 31 December. Replacing him on 1 January 2021 is South African-born Peter van Binsbergen.



Tim Abbott | Source: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)



Peter van Binsbergen | Source: [press.bmwgroup.com](http://press.bmwgroup.com)

Van Binsbergen's career with the BMW Group began over 25 years ago when he was responsible for product planning, marketing and sales at BMW Group South Africa.

He then moved to BMW Japan, where he was director of marketing. Following that, he moved to BMW Group headquarters in Munich, Germany where he led the department responsible for sales channel development and the group's Future Retail programme.

After heading the sales and marketing operations at BMW Brilliance joint venture in China, he led the German Sales subsidiary before he took the helm as senior vice-president of customer support BMW Group in 2018.

Hendrik von Kuenheim, senior vice-president regions Asia Pacific, Eastern Europe, Middle East, Africa, says: "Van Binsbergen's breadth of experience in different leadership roles across the company as well as his international background have proved to be a great asset in his current role, and will be extremely valuable in his new position. He now returns to South Africa, where he started his career at the BMW Group, and will use his extensive knowledge and leadership skills in his home country."

Von Kuenheim also commented on Abott's resignation, saying: "I am disappointed to lose Abott from BMW Group South Africa, but I know he will continue to make a difference in the country. I want to thank him for his contribution and leadership to the company and wish him well in his new ventures."

Abott commented on his time as the CEO, saying: BMW Group South Africa has been my home for the past six years and I would like to thank my colleagues – past and present - for their support and encouragement. I have been outspoken in my commitment to transformation and conservation during my tenure here, and I will carry this determination for change with me into my new roles and projects."

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