



Media Information

April 1, 2026

BMW Manufacturing Announces Change in Media Contact

Spartanburg, S.C. – BMW Manufacturing today announced a transition in its media relations team. **Derek Lowe** has been named the new primary media contact for the plant, succeeding longtime spokesperson **Steve Wilson**, who has retired.

Lowe joins the communications team with a strong background in storytelling and public relations. Before coming to BMW Manufacturing, he spent several years in broadcast journalism as a reporter and anchor in Texas and Florida. He later served in a media relations role for a public school district, where he managed external communications, coordinated with press outlets, and supported district leadership on major initiatives. His combined experience in journalism and strategic communication will support BMW Manufacturing's ongoing commitment to transparency, clarity, and community engagement.

Wilson retires after 26 years of dedicated service to BMW Manufacturing. Throughout his career, he played an essential role in shaping the plant's communications strategy and supporting BMW's continued growth in the United States.

"Steve has been a steady, trusted voice for BMW Manufacturing for more than two decades," said Nathalie Bouters, Head of Plant Communications, North America.

"We are deeply grateful for his 26 years of dedicated service, his professionalism,



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and the countless ways he strengthened our communications efforts. We wish him all the best in his well-earned retirement. At the same time, we are excited to welcome Derek into this role and look forward to the insight and passion he brings to the team."

Effective immediately, all media inquiries should be directed to:

Derek Lowe

Media Communications Specialist

BMW Manufacturing Co., LLC

Email: Derek.Lowe@bmwmc.com

Phone: 864-631-3493

Corporate Communications

Nathalie Bauters, Head of Plant Communications, North America

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Derek Lowe, Media Communications Specialist, BMW Manufacturing

Telephone: 864-631-3493 | Email: Derek.Lowe@bmwmc.com

BMW Manufacturing Co., LLC

BMW Manufacturing Co., LLC is a subsidiary of BMW AG in Munich, Germany, and assembles the BMW X3, X5, X5 M, X7, and XM Sports Activity Vehicles and the BMW X6 and X6 M Sports Activity Coupes. In addition to the South Carolina manufacturing facility, BMW Group North American subsidiaries include sales, marketing, and financial services operations in the United States, Canada and Latin America; a manufacturing plant in San Luis Potosi, Mexico; and a design firm and



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technology office in California. For more information on BMW Manufacturing, visit

www.bmwusfactory.com.

BMW Group in the United States.

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 105 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group's business and products in the U.S., please visit: PressClub USA.

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