**Press Release**

**6 August 2025**

**BMW Financial Services Thailand Appoints Juan Ridao-Alonso as New Chief Financial Officer**

**Bangkok.** BMW Financial Services Thailand announced the appointment of Mr. Juan Ridao-Alonso as its new Chief Financial Officer, effective August 1, 2025. He succeeds Mr. Karsten Stumpf, who will assume the role of Chief Financial Officer at BMW Financial Services Korea.

Mr. Juan Ridao-Alonso brings extensive experience in financial services to his new role. He began his career with the BMW Group in 2001 in Financial Services and has since gained significant expertise across various fields, including controlling, accounting, risk management, and credit.   
His impressive career trajectory includes executive financial positions such as Head of Credit at Alphabet International, Munich, CFO at Alphabet Spain, and CFO at BMW Financial Services Mexico. He also held key leadership roles as Head of Risk Management and Head of Controlling   
at BMW Financial Services UK. Most recently, he served as CFO at Alphabet International Munich, where he demonstrated strong leadership, strategic vision, and resilience in navigating challenging times.

**Khun Jariya Koonlinthip, Chief Executive Officer, BMW Financial Services Thailand** stated:   
“We extend our sincere gratitude to Mr. Karsten Stumpf for his invaluable contributions to BMW Financial Services Thailand over the past three years. His strategic vision and leadership have been instrumental in our growth and success. We are equally delighted to welcome Mr. Juan Ridao-Alonso to our team. With his deep expertise and proven leadership in financial services, we are confident that he will further strengthen our position in the Thai market and contribute significantly to our continued success.”

"We are pleased to welcome Mr. Juan Ridao-Alonso to our team. With his deep expertise and proven leadership in financial services, spanning various international markets and critical financial functions, we are confident that he will further strengthen our position in the dynamic Thai market. His strategic vision and experience will undoubtedly have a positive impact on our organization and contribute significantly to the continued growth and development of our team and services to meet our customers' financial demands," Khun Jariya continued.

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, and BMW R18 Bagger. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

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[www.bmw.co.th](http://www.bmw.co.th/)

[www.mini.co.th](http://www.mini.co.th/)

[www.bmw-motorrad.co.th](http://www.bmw-motorrad.co.th)

**Media Contacts:**

Hill & Knowlton Thailand

Suthatip Boonsaeng (08-7685-1695)         
[sboonsaeng@hillandknowlton.com](mailto:sboonsaeng@hillandknowlton.com)