

BMW Group

U.S. Press Information

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U.S. Men's Bobsled Team to Race BMW Bobsled for the First Time Tomorrow at the FIBT World Cup in Igls, Austria

BMW Debuts New Two-Man Bobsled Prototype Built for USA Bobsled & Skeleton Federation

Woodcliff Lake, NJ – January 18, 2013... BMW of North America, the Official Mobility Partner of the United States Olympic Committee (USOC), today announced that the U.S. Men's Bobsled Team will race the BMW two-man bobsled for the first time at the FIBT World Cup in Igls, Austria this Saturday, Jan. 19. Developed in collaboration with the USA Bobsled & Skeleton Federation (USBSF), BMW applied its world-class design and engineering expertise to redesign the two-man sled in the hopes of helping Team USA chase its first Olympic gold medal in the event since 1936.

"The results of our testing thus far have been promising, but the true test of a bobsled's speed is determined in competition," said U.S. men's bobsled head coach Brian Shimer. "The team couldn't wait to get this sled on the ice, so we bumped up its debut to Igls and we're looking forward to seeing it in action. We need to test it under race conditions to see what improvements to make for next season."

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Applying processes similar to its vehicle development, namely the application of BMW EfficientDynamics, BMW has paired intelligent lightweight materials, such as carbon fiber, with optimized aerodynamics to design the new sled. With this approach, BMW was able to reconfigure the sled's weight distribution to achieve an optimized balance of the regulations' mandated sled weight. The result is a significantly lighter body shell with a low and centralized center of gravity.

The automaker is leveraging its expertise in designing with carbon fiber from BMW i, the company's sustainable division, which designs strong, lightweight carbon fiber electric vehicles.

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“After more than a year-long development process, we’re thrilled for the USA Bobsled and Skeleton Federation to finally race this bobsled,” said Michael Scully, Creative Director, BMW Group DesignworksUSA, BMW Group’s international design and creative consultancy. “BMW EfficientDynamics techniques are at the heart of the sled’s design, making it sleeker, lighter and we hope faster: essentially a BMW on ice. We’re anxious to see how it performs against Team USA’s competitors.”

This is the second BMW two-man bobsled prototype developed for Team USA, and it will remain in development for the remainder of the 2012/2013 FIBT World Cup competition season. BMW will continue gathering data and feedback from the athletes, coaches and individual races to enhance the performance of the new sled in preparation for the Sochi 2014 Olympic Winter Games.

To learn more about BMW’s partnership with the USOC and its four national governing body partners – USBSF, US Speedskating, USA Swimming and USA Track & Field, visit www.bmwusanews.com.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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