

# **BMW**

## **U.S. Press Information**

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### **The 2017 BMW 2 Series Coupe and 2017 BMW 3 Series Sedan Earn IIHS “Top Safety Pick+”.**

**Woodcliff Lake, NJ – January 25, 2017...** BMW is proud to announce the Insurance Institute for Highway Safety named the 2017 BMW 2 Series Coupe and 2017 BMW 3 Series Sedan a “Top Safety Pick+”, continuing the company’s long-standing commitment to offer class-leading safety with each new model. In order to earn a 2017 Top Safety Pick +, a vehicle must earn good ratings in the five IIHS crashworthiness tests — small overlap front, moderate overlap front, side, roof strength and head restraints — as well as an advanced or superior rating for front crash prevention and new for 2017, an acceptable or good headlight rating.

Following BMW’s commitment to safety, the BMW 3 Series Sedan underwent a series of small overlap enhancement measures for its 2017 model year. The IIHS evaluated this new 3 Series in December of 2016 receiving a “GOOD” rating in the tough small overlap crash test, ensuring the 2017 BMW 3 Series Sedan a TSP+ grade.

Since its introduction in 2014, the BMW 2 Series has been recognized by the IIHS every year for four consecutive appearances. The 2 Series has been praised for its body structure integrity receiving a top rating in all crashworthiness tests. Most recently the 2017 BMW 2 Series Coupe was awarded a “Top Safety Pick” in the 2017 IIHS TSP/TSP+ in early December 2016. BMW then implemented improvements to the 2017 BMW 2 Series Coupe headlights. The IIHS evaluated this vehicle at their proving grounds in late December 2016 and was awarded a “GOOD” rating. With this result the 2017 BMW 2 Series earns once again a “Top Safety Pick +” rating.

The 2017 BMW 2 Series Coupe and 2017 BMW 3 Series Coupe provide a high-level of standard safety features including BMW Assist eCall, BMW TeleService, Dynamic Stability Control, Brake Dry Assist, Cornering Brake Control and Dynamic Traction Control. Optional features such as Lane Departure Warning, Frontal Collision Warning including Pedestrian Warning and City Collision Mitigation are also available.

### **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; Designworks, a strategic design consultancy based 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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 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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