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BMW partners with QMerit to launch new BMW Installation Services digital platform offering convenient charging station install options for BMW i and BMW iPerformance drivers.

Woodcliff Lake, NJ – February 9, 2017... BMW of North America announces that QMerit will provide BMW i and BMW iPerformance drivers with customized installation of home charging solutions to enable convenient and reliable vehicle charging. Customers can easily begin the BMW Installation Services process at www.bmwcharging.com. Along with the BMW Charging Station, BMW Installation Services are part of the premium 360° Electric Lifestyle program of innovative products and services created for BMW i and iPerformance owners. Designed to make e-mobility a pleasure right from the start, the unparalleled 360° Electric program offers smart, simple and efficient ways to conveniently and confidently drive and charge BMW i3, i8, and BMW iPerformance (BMW X5 xDrive40e, BMW 740e xDrive, BMW 530e and the BMW 330e) vehicles.

The new BMW Installation Services program offers a streamlined, user-directed approach to charging station installation by easily allowing drivers to leverage a sophisticated digital platform at their convenience to identify qualified installers nearby – and then request no-cost, no-obligation quotes from one or more installers. As the program expands, BMW customers will also have the option to compare installers based on the QMerit Contribution index, a proprietary service provider score that incorporates several performance measures, including satisfaction ratings from prior BMW drivers - thus enhancing customer confidence.

“With the launch of the new BMW Installation Services program and the partnership with QMerit, BMW continues to ensure that our drivers have access to premium and convenient e-mobility services to ensure BMW driving enjoyment,” commented Robert Healey, Head of Electric Vehicle Infrastructure at BMW of North America. “QMerit’s software platform offers

our customers a simplified solution for selecting certified installation providers, based in part on feedback from other BMW owners – and provides the flexibility for BMW to develop and expand future BMW home energy installation services.”

With the BMW Installation Services program, BMW drivers can, at their convenience, visit the program’s online platform at www.bmwcharging.com to select and choose from qualified home charging station installers in their area. By quickly creating an online account with QMerit, customers can enjoy:

- **Greater flexibility and convenience:** BMW i and BMW iPerformance drivers can choose from multiple QMerit-certified installers in their area for no-cost quotes, compare and accept or reject quotes, and track upcoming appointments - all in one online location.
- **Charging station installation prior to, or timed with, vehicle delivery:** With a streamlined installer selection process, customers can benefit from installing a charging solution prior to bringing home the vehicle, to ensure a seamless and premium ownership experience from day one.
- **Access to ratings of QMerit installers, as provided by prior BMW customers:** As the program proceeds, BMW owners will be able to review and select QMerit-certified installers based on ratings from other BMW customers, thus building additional confidence in the selected installer.

"QMerit is pleased to partner with BMW as they launch the new BMW Installation Services program to offer their customers a unique industry approach for a streamlined, efficient process for home charging station installation," said Tracy K. Price, QMerit CEO and President.

To maximize the convenience of e-mobility, many plug-in electric vehicle owners take advantage of the simplicity of at-home charging – plugging in when they get home and then waking to a fully charged vehicle.

QMerit-certified service providers install BMW-compatible charging solutions, such as the BMW Charging Station (with an output of up to 7.2 kW (32 A, 240 V) to reduce charging time to just under 4.5 hours for the BMW i3). Customers can track the progress of their vehicle’s charging status using the BMW Connected app on a smartphone.

About QMerit:

QMerit is an enterprise grade technology platform that brings science to the art of workforce utilization, addressing the massive shift toward blended internal and contracted labor resources. QMerit, Inc. was launched as a spin out from a Fortune 500 company with over 110,000 service employees. The QMerit solution was developed to improve the quality, consistency and simplicity of resourcing, allocating and measuring a workforce across any vertical market. QMerit provides a cloud-based platform and related services for optimizing an entire labor portfolio. It is the world's first meritocracy-based assignment engine which uses Precision Resourcing™ of work distribution, a Smart Market™ to improve logistics and scheduling as well as Perpetual Performance™ that introduces human capital analytics methods for transparency and accountability.

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 Rolls-Royce 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, 152 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.

Information about BMW products is available to consumers via the Internet at:

www.bmwusa.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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