



For Release: August 1, 2018

Contact: Justin Berkowitz
Business Communications Specialist
BMW of North America, LLC
(201) 307-4314 / justin.berkowitz@bmwna.com

Phil Dilanni
Corporate Communications Manager
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

BMW Financial Services Announces New Membership Tier, Program and Pricing Updates for “Access by BMW” Vehicle Subscription Service

Woodcliff Lake, NJ – August 1, 2018... Access by BMW, the vehicle subscription service from BMW Financial Services, now offers customers in its Nashville-area pilot program greater choice with a new membership tier and enhancements to the two tiers that launched previously.

The new Icon tier, priced at \$1,099 per month, allows customers to enjoy a diverse array of BMW vehicles, from core models like the BMW 3 Series to exciting new Sports Activity Vehicles like the BMW X2. The Icon tier includes all of the same great benefits as the other tiers, including unlimited swaps, vehicle maintenance, insurance, and BMW Roadside Assistance. Registration is now open with vehicle deliveries to begin in a few weeks.

The BMW M tier and Legend tier, both of which launched the Access by BMW program in April 2018, continue to evolve. BMW M tier members can now also request vehicles from the Legend and Icon tiers, while Legend tier members can now also request vehicles from the Icon tier.

Pricing for both the Legend tier and the BMW M tier has also been revised.

- The **BMW M tier**, which includes the BMW M4 convertible, the all-new BMW M5, the BMW M6 convertible, and the BMW X6 M, is now priced at \$2,699 (compared with \$3,700 per month previously).
- The **Legend tier**, which includes the BMW 4 Series, BMW 5 series, BMW X5, and BMW M2, is now priced at \$1,399 per month (compared with \$2,000 per month previously).
- The **new Icon tier** includes the BMW 330i, plug-in hybrid BMW 330e, fully-electric BMW i3, all-new BMW X2, and BMW M240i convertible. It is priced at \$1,099 per month.

Access by BMW is powered by Clutch Technologies. For more information, or to sign up, download the official Access by BMW app or visit www.AccessbyBMW.com.

-- more --

Company
BMW Financial
Services NA, LLC

BMW Group Company

Mailing Address
PO Box 1227
Westwood NJ 07675-1227

Office Address
300 Chestnut Ridge Road
Woodcliff Lake NJ
07677-7731

Telephone
201 307 4000

Fax
201 307 4095

Internet
bmwusa.com

BMW Group Financial Services

#

BMW Group Financial Services

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit. BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than \$45 billion in serviced assets and 1,300,000 automotive lending customers across the U.S., BMW Group Financial Services finances more than three-quarters of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 1,000 people, including consultants and temporary workers, many of whom are located in the Hilliard, Ohio, which serves the U.S.A., Brazilian, Canadian and Mexican markets through its Regional Service Center.

In 2001, the MINI Financial Services division was established to provide support for the brand's dealers and its customers by offering financing and leasing options and branded financial services products.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer is also part of BMW Group Financial Services. Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com
www.bmwusa.com
www.bmwmotorraddusa.com
www.miniusa.com
www.rolls-roycemotorcars.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; Design works, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, 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 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 346 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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.

#

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

#