

# BMW Group

## U.S. Press Information

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### **BMW and USA Bobsled/Skeleton Set Their Sights on XXIII Olympic Winter Games in Pyeongchang, South Korea.**

### **Makers of the "Ultimate Driving Machine" Team Up with USA Bobsled/Skeleton and Return to Competition with the Two-Man Bobsled that Won Three Medals in Sochi.**

**Woodcliff Lake, NJ – February 9, 2018...** BMW of North America and the USA Bobsled/Skeleton (USABS) are back together in an attempt to recapture the success they enjoyed at the Sochi 2014 Winter Olympic Games when the USA Bobsled Team brought home three medals in a BMW-designed sled.

BMW and the USA Bobsled/Skeleton initially teamed up in advance of the Sochi 2014 Winter Olympic Games to leverage BMW's world-class engineering and design expertise and answer some of the longstanding equipment and innovation needs of the U.S. Bobsled Team. In October 2013, a fleet of six new BMW U.S. two-man bobsleds were delivered to the USA Bobsled/Skeleton team, replacing a 20-year-old platform.

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The resulting sled – dubbed “the ultimate sliding machine” – helped Steven Holcomb and Steve Langton earn a bronze medal -- the USA's first medal in the men's two-man bobsled event since 1952. The two-man women's teams earned two medals: Elana Meyers Taylor and Lauryn Williams won a silver medal and Jamie Greubel Poser and Aja Evans came away with a bronze.

“We are incredibly proud of what was achieved in 2014 and hope that we can help the athletes of USA Bobsled replicate, if not improve that that success,” said Trudy Hardy, Vice President of Marketing, BMW of North America.

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Since 2014, the BMW-designed bobsleds have been refined in continuance of a highly iterative development process that involves constant consultation and on-site immersion with USABS athletes, coaches and engineers from Designworks, BMW Group's international design studio headquartered in California. Specifically the steering, sled configuration and chassis have all been updated to match individual pilots' driving preferences and comfort and improve driveability, speed and tracking.

"Our partnership with BMW has been an important part of our success. We introduced our BMW two-man bobsleds four years ago and together we have been able to make the fastest sleds in the world even faster today," said Darrin Steele, CEO, USABS.

"With BMW's support the sleds will continue to get faster in the future, and we expect to see a lot more medal performances as a result."

Five two-man teams – three men's teams and two women's teams – will compete in the BMW-designed bobsled in Pyeongchang.

- Codie Bascue will pilot with push athlete Sam McGuffie
- Nick Cunningham will pilot with push athlete Hakeem Abdul-Saboor
- Justin Olsen will pilot with push athlete Evan Weinstock
- Elana Meyers Taylor will pilot with push athlete Lauren Gibbs
- Jamie Greubel Poser will pilot with push athlete Aja Evans

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### **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 344

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](http://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](http://www.bmwusanews.com).

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