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Request for Coverage

BMW Concept Active Tourer and BMW 3 Series Gran Turismo to Make North American Debuts; Diesel-Powered BMW 328d to Make U.S. Debut at the 2013 New York International Auto Show on March 27

BMW Enhances ConnectedDrive with Four Newly Approved BMW Apps and the Additions of BMW Assist eCall and TeleService as Standard in most 2014 models for 10 Years

BMW-Designed Team USA Bobsled to be Displayed

Woodcliff Lake, NJ – March 18, 2013... Following BMW's pioneering philosophy of sustainable mobility, BMW will introduce the Concept Active Tourer for the first time in North America at the **2013 New York International Auto Show on Wednesday, March 27th at the BMW stand from 11:45 a.m. – 12:05 p.m. at the Jacob K. Javits Convention Center in Manhattan (655 W. 34th Street at 11th Avenue).**

The automaker will also feature two new additions to its award-winning 3 Series line-up, the BMW 3 Series Gran Turismo and the diesel-powered BMW 328d.

Offering a glimpse of further innovations in store for the premium compact segment, BMW introduces the **Concept Active Tourer** – a new plug-in hybrid concept which combines comfort and functionality with dynamics and style while showcasing several innovative solutions. Featuring an elongated wedge-shaped silhouette, athletic proportions and typical BMW lines, this concept car features a 3-cylinder gasoline engine coupled with an electric motor which allows for nearly 95 mpg. The Concept Active Tourer will also feature a "Cool Shade" composite glass roof which uses "Suspended Particle Device" technology allowing the driver to make the roof crystal clear or darken with the touch of a button.

BMW first redefined the Gran Turismo segment with the BMW 5 Series Gran Turismo by adding first-class seating for five with space for luggage – and now introduces the **BMW 3 Series Gran Turismo**. Based on the iconic BMW 3 Series, a car that has appeared on “Car and Driver’s” 10 Best list for 22 consecutive years, the 3 Series Gran Turismo features a longer wheelbase, more rear seat room, a power tailgate, expanded luggage capacity and a standard panoramic moonroof. The 3 Series Gran Turismo will arrive in the U.S. late this summer and will be available with either an award-winning TwinPower Turbo 4 cylinder or inline 6-cylinder engine.

The diesel-powered **BMW 328d** will make its U.S. debut at this year’s New York International Auto Show, joining the BMW 3 Series lineup and strengthening BMW’s position as one of the country’s most efficient automakers. The BMW 328d will be powered by a TwinPower Turbo 4 cylinder engine, delivering 180 hp and an impressive 280 lb-ft of torque – propelling the vehicle from 0 to 60 mph in about 7.2 seconds while getting mileage that could well exceed 40 mpg (official US EPA estimates will be available closer to the launch of the 328d). With the hallmark performance of a BMW 3 Series and increased efficiency of a diesel engine, the BMW 328d will serve as the new benchmark in its class.

The slate of approved **BMW Apps** will expand to include new partnerships. Through these partnerships drivers will soon be able to listen to their favorite audiobooks read aloud, or share their location with friends and family. Music and radio fans will enjoy new functionality in their BMW via their mobile device.

BMW vehicle amenities will for the first time include a **4G LTE mobile hotspot** accessory that connects with the car’s antenna to provide blazing-fast wireless Internet speeds inside the car for devices such as laptops, iPad and smartphones.

BMW will also announce that, beginning later this year, most 2014 models will feature **BMW Assist eCall** emergency call service for 10 years as standard equipment as well as **TeleService**, which tracks vehicle maintenance needs and automatically alerts the driver and local dealer. BMW Assist eCall includes enhanced automatic collision notification that not only places an automatic call in the case of a collision but also, through a ground-breaking algorithm co-developed with the William Lehman Injury Research Center, can send an assessment of the likelihood of severe injury in order to better prepare first responders.

Also featured on the BMW stand will be the **BMW designed two-man bobsled** developed in collaboration with the USA Bobsled & Skeleton Federation (USBSF). BMW of North America is the Official Mobility Partner of the United States Olympic Committee (USOC) and has applied its world-class design expertise – namely the application of BMW EfficientDynamics – to pair intelligent lightweight materials, such as carbon fiber, with optimized aerodynamics to design the new sled. BMW hopes to help Team USA win its first Olympic gold medal in two-man men's bobsled since 1936.

DATE: **Wednesday, March 27, 2013**

TIME: **Press Conference: 11:45 a.m. – 12:05 p.m.**
Interviews: All Day

PLACE: **Jacob K. Javits Convention Center**
655 W. 34th Street at 11th Avenue / Manhattan
BMW Stand

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BMW Executives and Experts Available for Interviews Include:

- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is the President and CEO of BMW of North America and is available to discuss overall company business and strategy.
- **Christoph Huss, Vice President of Engineering, BMW of North America**
Christoph Huss is the new vice president of engineering for BMW of North America and available to discuss the technical specifics of the company's product portfolio.
- **Dan Creed, Vice President of Marketing, BMW of North America**
Dan Creed is available to discuss BMW's marketing efforts and the BMW i brand in North America.
- **Page Beerman, Exterior Designer, BMW 3 Series Gran Turismo, BMW of North America**
Page Beerman is available to discuss the inspiration and specific design elements of the BMW 3 Series Gran Turismo and BMW Concept Active Tourer.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**
Paul Ferraiolo will be available to discuss current and forthcoming product portfolios as well as the BMW M and BMW i products in the U.S.

- Alanna Tracey-Bahri, Product Manager 3 Series, 5 Series, X3, X5, X6 and Z4, BMW of North America**
 Alanna Tracey-Bahri is available to discuss overarching product strategy for the BMW 3 Series as well as the technical specifics and details of both the BMW 3 Series Gran Turismo.
- Oliver Ganser, Product Strategy and Market Intelligence Manager, BMW of North America**
 Oliver Ganser is available to discuss the company's future drivetrain and diesel strategy in the U.S. including details of the new BMW 328d and the upcoming 5 Series diesel.
- Juergen Urban, Product Manager, BMW Concept Active Tourer, BMW of North America**
 Juergen Urban is available to discuss details and development of the new BMW Concept Active Tourer.
- Victor LeLeu, BMW Product Manager, 3 Series and Z4, BMW of North America**
 Victor LeLeu is available to discuss the technical specifics and details of the BMW 3 Series Gran Turismo, BMW 328d and the newly updated BMW Z4.
- Eric Sargent, Product Technology Manager, BMW of North America**
 Eric Sargent is available to discuss in-vehicle technology including new standard BMW ConnectedDrive features, new BMW-approved apps and the optional mobile 4G LTE hotspot connectivity.
- David Bloom, Manager, AppCenter Mountain View, BMW Group Technology Office USA**
 David Bloom is available to discuss in-vehicle technology including new standard BMW ConnectedDrive features, new BMW-approved apps.
- Gina Koutros, Head of BMW Olympic Partnership, BMW of North America**
 Gina Koutros can discuss why BMW chose to partner with Team USA, the genesis of the BMW Bobsled project and what this means for Team USA.

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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; 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, 116 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.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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

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