

BMW Group

U.S. Press Information

For Release: January 29, 2014

Contact: Stacy Morris
Corporate Communications Manager, Marketing & Culture
BMW of North America, LLC
(201) 370-5134/ stacy.morris@bmwna.com

BMW Group Welcomes Team USA to Munich, Bids Athletes “Good Luck” in Sochi

BMW Welt Tour, Celebratory Reception Part of Special BMW Send Off for the Sochi 2014 Olympic Winter Games

Woodcliff Lake, NJ – January 29, 2014... BMW of North America, the Official Mobility Partner of the United States Olympic Committee (USOC), will host members of the USA Bobsled & Skeleton Federation and U.S. Speedskating teams today at its BMW Welt facility at BMW Group’s headquarters in Munich as part of a “Good Luck” send off prior to the Sochi 2014 Olympic Winter Games. More than 100 Team USA athletes and representatives will be invited to this special reception and dinner later this evening. Festivities will include a special address by USOC Chief of Sport Performance Alan Ashley, traditional German-themed entertainment and a tribute video to help the team prepare to compete in the 2014 Winter Games.

BMW has also invited all Team USA athletes currently in Munich for USOC team processing to tour its BMW Welt facility for a full BMW brand experience.

In addition, a special banner for Team USA athletes will be displayed during team processing as a result of BMW’s recent Tweet Your Support campaign, a social activation designed to promote support and enthusiasm for the 2014 U.S. Olympic and Paralympic Teams. In the fall, supporters had the chance to send their well wishes to Team USA on Twitter using the hashtag #BMWtweets4USA. Their tweets have been used by BMW in the development of a unique fan-created piece of art for the team.

Located directly adjacent to the BMW company headquarters in Munich, BMW Welt is the delivery center for new BMW automobiles and serves as a showcase for the BMW Group and its four brands. BMW Welt features product exhibitions, automobile and motorbike

Company

BMW of North America, 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

bmwgroupna.com

displays, and numerous interactive exponents to educate visitors on the world of BMW, BMW M, BMW i, BMW Motorrad, MINI, Rolls Royce Motor Cars and Husqvarna Motorcycles.

As part of its commitment to Team USA, BMW is applying its resources and technologies to support and develop the training and performance goals of Team USA athletes and hopefuls. After more than two years in development, BMW collaborated with the USA Bobsled and Skeleton Federation to completely redesign the two-man bobsled for use by the athletes of Team USA. In October 2013, a fleet of six new BMW U.S. two-man bobsleds were delivered to Team USA with the hopes of aiding Team USA in its pursuit to recapture Olympic gold for the first time in the two-man bobsled event since 1936.

To learn more about BMW's partnership with the USOC and its four national governing body partners – USBSF, US Speedskating, USA Swimming and USA Track & Field – visit www.bmwusa.com/teamusa and www.bmwusanews.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; 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, 119 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.

About the USOC

The United States Olympic Committee (USOC) is recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the

steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games. For more information, please visit www.teamusa.org.

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

#