

# **BMW Group**

## **Corporate and Governmental Affairs**

Press Release  
26 July 2010

### **BMW Group Announces Six-Year Partnership with United States Olympic Committee.**

#### **Partnership Includes Support of USA Bobsled & Skeleton, US Speedskating, USA Swimming, USA Track & Field.**

**Woodcliff Lake, NJ.** BMW Group announced today it will be the Official Mobility Partner of the United States Olympic Committee (USOC) from now through 2016. BMW Group will also be the Official Mobility Partner of four National Governing Bodies (NGBs): USA Bobsled & Skeleton, US Speedskating, USA Swimming and USA Track & Field.

Jack Pitney, Vice President of Marketing for BMW of North America, USOC Chief Marketing Officer Lisa Baird and short track speedskater Apolo Anton Ohno, the most decorated U.S. winter Olympian of all time, were all in New York City to make the partnership announcement.

This multi-million dollar agreement goes beyond financial support to also provide the USOC with fundraising opportunities and the four individual NGBs with BMW Group technical expertise. BMW Group will use its experts, deep technology base and facilities to help the Olympic and Paralympic Teams improve their training and performance. An example of this has been the company's work with BMW ORACLE Racing to improve its performance. BMW Group's expertise in light weight construction and aerodynamics helped the BMW Oracle Racing Team design a technically advanced yacht that won the America's Cup sailing competition this year.

"As a company dedicated to joy, performance and efficiency, BMW Group is a fitting partner for the USOC, whose mission of achieving sustained competitive excellence and inspiring Americans dovetails perfectly with our own values," said Pitney. "It is important to us to add substantive value to a partnership that is more than just a financial sponsorship. We are excited to share our resources, which include some of the world's leading engineers and technology experts and an enthusiastic owner and dealer community, with U.S. Olympic and Paralympic athletes over the next six years."

Pitney revealed that BMW Group will also raise awareness for the Olympic Movement by supporting cause-related efforts to generate additional funds to support the training of Olympic and Paralympic hopefuls.



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“BMW is a premier, powerful brand that is recognized for competitive excellence and dynamic performance, just like our U.S. Olympic and Paralympic Teams,” said USOC Chief Executive Officer Scott Blackmun. “Joining together these two performance-driven organizations will provide a tremendous asset to America’s top athletes while providing the unique value of investing in the U.S. Olympic and Paralympic Teams. We thank BMW Group for providing this tremendous funding for our athletes and, through future activation, keeping the Olympic spirit burning bright.”

BMW Group (including BMW, MINI and BMW Motorrad) will be the Official Mobility Partner of the USOC, as well as the 2012, 2014 and 2016 U.S. Olympic and Paralympic Teams, and the 2011 and 2015 U.S. Pan American and Parapan American Teams. BMW Group will develop exclusive programs to support Team USA and will have a presence at the three Olympic Training Centers. These facilities welcome America’s top athletes to live and train among the nation’s best, including bobsled and skeleton sliders, speedskaters, swimmers, and track & field standouts.

BMW Group will also have a presence at the major events of the four NGBs, beginning with the USA Swimming National Championships August 3-7, 2010, in Irvine, California. BMW Group’s sponsorship of USA Bobsled & Skeleton, US Speedskating, USA Swimming and USA Track & Field will include support for coaching and training programs, as well as increasing awareness of the NGBs and their athletes.

“Sponsors are critical to the success of Team USA,” said Ohno. “What’s truly unique about BMW is their willingness to go beyond financial assistance and make available their engineers and technology experts to work with Team USA athletes and try to enhance their training programs.”

BMW has a long standing commitment – globally and in the U.S. – to performance-driven sports. Within Motorsports, BMW of North America is currently campaigning the M3 GT2 in the American Le Mans Series. BMW of North America is also the title sponsor of the BMW Championship, the third tournament in the PGA TOUR Playoffs for the FedEx Cup. The BMW ORACLE Racing Team recently won the America’s Cup, bringing the trophy back to American soil for the first time in more than a decade.

BMW Group also has a long standing commitment to the Olympic Movement. BMW played an active role in the 1972 Olympic Games in Munich, the home of BMW Group. In 1996, BMW Group was a sponsor of the Atlanta Olympic Games and U.S. Olympic



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Team. Now with two years to go until the London Olympic Games, BMW Group is proud to be the Automotive Partner and a Sustainability Partner of London 2012.

BMW Group's partnership with the USOC is one more example of the company's commitment to America. BMW Group entered the U.S. market in 1968 and since then has been a solid contributor to America's economic, social, and sustainable advancement. Today, the U.S. is BMW Group's second home with a growing footprint. BMW Group has manufacturing, engineering, design and technology centers which employ 7,000 people and has built more than 1.5 million vehicles in the U.S. to date. Direct and indirect employment accounts for 50,000 jobs in the U.S. Its Spartanburg, South Carolina manufacturing facility is the largest new vehicle exporter to non-NAFTA countries, contributing to America's positive trade balance.

For a link to photos, video and more information about BMW Group's USOC partnership, please visit: <http://www.bmwusanews.com/sport> or [www.newscastus.com/mediablast/BMW/100079/100079.html](http://www.newscastus.com/mediablast/BMW/100079/100079.html) for a multi-media press release.

### **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 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 centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 99 MINI passenger car dealers, and 31 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](http://www.bmwgroupna.com)



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### 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](http://www.teamusa.org).

### Journalist note:

Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwusanews.com](http://www.bmwusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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