

UNDER EMBARGO till 15 Nov 2012

Media Information

For Immediate Release
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BMW Asia appoints Y&R as its new creative agency.

Singapore – BMW Asia today announced its appointment of Y&R as its new creative agency with effect from 2nd January 2013.

Formerly known as Young & Rubicam, the global marketing and communications company is known for its successful campaigns with other renowned brands such as Conrad International Hotel, Dell Computers, GAP and LG, just to name a few.

This decision comes after a routine contractual review was performed, which in turn led to the short-listing of both Y&R and BMW's existing agency, Publicis Worldwide for the final round.

"Both global agencies fared extremely well throughout the pitch process, and we were very impressed by the creative concepts that each agency came up with," said Mr Lito German, Marketing Director of BMW Asia. "It was a very tough choice, but in the end, we decided in favour of Y&R because their capabilities were deemed more suited to the changing needs of both BMW and Performance Motors Ltd."

"We would like to take this opportunity to thank Publicis Worldwide for the fantastic work they have done for us over the past three years. They have contributed significantly to countless award-winning campaigns that eventually helped BMW extend its premium segment leader position in several key markets, and even achieve overall market leadership in Singapore. Moving forward, we wish the team at Publicis Worldwide all the best," concluded Mr German.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees. The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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