

BMW scores huge success in the J.D. Power study on customer satisfaction

BMW 5 Series defends its leading position in the luxury class, BMW X3 seizes first place in the off-road segment. BMW heads the manufacturers' ranking in the categories vehicle quality and desirability.

Munich. For the second time in succession, the BMW 5 Series seizes first place in the J.D. Power study "Customer Satisfaction Index" (CSI) in the luxury vehicle segment. Moreover, the independent study on car customer satisfaction in Germany puts the BMW X3 in first position in the off-road category. In addition to this double success achieved by current models, BMW was able to win the brand ranking in vehicle quality and desirability. With this result, the premium car manufacturer once again underlines the exceptional status both its products and the BMW brand enjoys amongst German automobile purchasers.

Since 2002, the internationally renowned market research institute J.D. Power has annually established the "Customer Satisfaction Index" by means of a written survey on the cars of almost 20,000 German vehicle owners, the vehicles being two years old on average. Numerous factors determining customer satisfaction are divided into four main categories. The assessment is made partly according to individual criteria. Vehicle quality and reliability account for 30 percent of the assessment, 25 percent for desirability, 23 percent for satisfaction with dealer service and 22 percent for maintenance costs. In terms of overall customer response the BMW 5 Series, which was also victorious last year, and the BMW X3 with a sales figure of 500,000 units were able to assert themselves in each of their respective classes. The 3rd place seized by the BMW 1 Series in the lower medium class segment rounds off the convincing result achieved in the 2008 CSI.

Media Information

Date 20 June 2008

Subject BMW scores huge success in the J.D. Power study on customer satisfaction

Page 2

Furthermore, J.D.Power also lists a brand ranking for the respective criteria based on the results of the customer survey. BMW currently occupies first place in the categories vehicle quality and desirability. With regard to the quality of their vehicle, car owners were asked questions pertaining to possible technical problems, driving and braking characteristics as well as handling and equipment features. In the category desirability, their degree of satisfaction with performance, comfort and design of their vehicle was ascertained. With first position in these two categories, an outstanding position in the category dealer service and an above-average positive assessment in the maintenance cost category, BMW obtained second place in the overall brand ranking.

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