



MEDIA RELEASE

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## **BMW Plant Rosslyn awarded Platinum Plant Quality Award in J.D. Power 2015 Initial Quality Study**

- **Plant Rosslyn recipient of the 2015 Plant Assembly Line Quality Award (based on models produced for U.S. market) and Platinum Plant Quality Award, which represents the highest performing assembly plant in the world for initial quality.**
- **BMW 2 Series, BMW 4 Series and BMW 5 Series top ranked vehicles in their categories.**

**Midrand** – The BMW Group's Rosslyn Plant was yesterday awarded the Platinum Plant Quality Award in the J.D. Power 2015 Initial Quality Study (IQS) for producing BMW 3 Series models with the fewest defects or malfunctions. Plant Rosslyn last received this award in 2002 with an IQS score of 85 pp100 (problems per 100 vehicles surveyed).

The BMW brand also ranked 6th overall among the nameplates with 99 PP100, a 9 point improvement from 2014. PP100 is the J.D. Power standard measurement of problems per 100 vehicles. The 2015 industry average is 112 PP100.

In addition to Plant Rosslyn's award, three BMW models – the BMW 2 Series, BMW 4 Series and BMW 5 Series – were also the top ranked vehicles in their categories in the J.D. Power 2015 IQS. The BMW 2 Series was the Highest Ranked Small Premium Car; the BMW 4 Series was the Highest Ranked Compact Premium Car; and the BMW 5 Series was the Highest Ranked Midsize Premium Car. Additionally, the BMW 7 Series was ranked 2nd in the Large Premium Car segment.

The 2015 J.D. Power U.S. Initial Quality Study is based on responses from more than 84,000 purchasers and lessees of new 2015 model-year vehicles surveyed after 90 days of ownership. The study was fielded between February and May 2015.

"We are delighted about Plant Rosslyn being awarded this prestigious international award. It is a true testament to the quality, craftsmanship and excellence we strive for in the production



of each of our BMW 3 Series Sedan vehicles,” says Tim Abbott, Managing Director of BMW Group South Africa.

Plant Rosslyn, situated north of Pretoria, was the BMW Group’s first foreign plant in 1973 and represents a cornerstone of the BMW Group’s global production network with presently 30 sites in 14 countries. The plant currently produces the BMW 3 Series Sedan for local and export markets around the world. In 2014, BMW 3 Series Sedan exports from Plant Rosslyn increased by over 17% to 68,771 – which clearly solidified BMW South Africa’s position as the country’s leading exporter of premium vehicles. Furthermore, in February this year, Plant Rosslyn reached a remarkable milestone when the one-millionth vehicle rolled off the assembly line.

More information about the J.D. Power 2015 Initial Quality Study (IQS) can be found at [www.jdpower.com/quality](http://www.jdpower.com/quality)

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**For queries on this press release, please contact BMW South Africa’s Group Communications Division as follows:**

Mr Diederik Reitsma  
General Manager: Group Communications  
BMW Group South Africa (Pty) Ltd  
Tel: +27-12-522-2525  
Mobile: +27-71-666-2525  
Email: [diederik.reitsma@bmw.co.za](mailto:diederik.reitsma@bmw.co.za)

OR

Mr Edward Makwana  
Manager: Group Automotive Communications  
BMW Group South Africa (Pty) Ltd  
Tel: +27-12-522-2227  
Mobile: +27-83-717-3184  
Email: [edward.makwana@bmw.co.za](mailto:edward.makwana@bmw.co.za)

## **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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