

IMMEDIATE

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**FROM ONE OUTSTANDING SERVICE TO ANOTHER:
BMW RECRUITS FORMER MILITARY PERSONNEL
FOR AUTOMOTIVE SERVICE JOBS**

WOODCLIFF LAKE, NEW JERSEY, April 7, 2003... It's not only Uncle Sam that needs a few good men – or women; the automotive industry has some jobs to fill as well. In a move designed to provide its dealers with a qualified pool of employees for the aftersales departments, including service and body repair technicians, BMW has joined forces with the Lucas Group, a recruiting firm that specializes in placing military personnel in civilian jobs.

The acute shortage of skilled automotive service technicians is expected to continue challenging the industry for at least the next decade as auto dealerships compete with other high-tech fields for computer-savvy staff. BMW LLC forecasts that its 340 dealerships will employ up to 7,000 service technicians through 2007 – an increase of 75 percent over the next five years. Industry-wide, the U.S. Bureau of Labor Statistics projects 35,000 new automotive service jobs annually through 2010. Experienced paint and body technicians are also in high demand, with approximately 20,000 jobs currently going unfilled.

“BMW has developed several innovative training programs to meet these demands,” said Lou Provato, Manager of Aftersales Development and Quality Management. “By partnering with the Lucas Group, we gain access to a network of professionals equipped with the skills and discipline necessary to reach new levels of service excellence. They can be a real asset for dealers and customers.”

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The Lucas Group specializes in placing transitioning military personnel into civilian careers. On a contract basis, the military placement team will provide BMW dealers with direct access to candidates whose skills are likely to transfer to the service technician field, as well as support through the recruiting and hiring process. Their pool of candidates include jet engine mechanics experienced in mechanical principals, pneumatics and hydraulics, tank turret mechanics adept with both mechanical and electrical schematics and electronic technicians skilled at troubleshooting and diagnostics at the component level.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at <http://www.bmwusa.com> <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>

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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.bmwgroup.com

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