

BMW of North America

Press Information

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BMW OF NORTH AMERICA BECOMES FIRST AUTOMOTIVE ADVERTISER TO COURT U.S. HISPANIC MARKET USING INNOVATIVE VIRTUAL TECHNOLOGY ON FOX SPORTS EN ESPAÑOL

LOS ANGELES, CALIFORNIA, May 15, 2003...BMW of North America is charting a new course to attract the U.S. Hispanic market by launching a fully, integrated virtual advertising campaign on Fox Sports en Español making the automobile manufacturer the first in its industry to implement the technology on a U.S. Spanish-language broadcaster. The enhanced advertising package will give BMW maximum exposure of its brand across premium network soccer broadcasts and daily news reports.

The buy includes multiple executions created by BMW partners and creative allocation is handled by Publicis Sanchez & Levitan for the Hispanic market.

The virtual campaign, planned and executed by Optimedia in New York, is being created to reach the upscale Hispanic consumer. Some of the creative benefits of the virtual advertising campaign for BMW will include a seamless integration of in-program exposure that showcases the BMW logo and creative executions in unique in-game placements. The billboards will be inserted on cue during moments in which the flow of the game best allows for insertions to prevent any in-game interference.

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"Diversity at the BMW Group, as well as respect for the individual, are values that are at the core of our business strategy," said Jim McDowell, Vice President of Marketing for BMW of North America, LLC "This integrated campaign gives the BMW brand maximum exposure to an important audience."

"The combination of BMW's excellent broadcast creative, the PVI virtual signage and Fox Sports en Español's in-game sponsorship elements will create a powerful and impactful involvement for BMW with our premium sports programming", said Tom Maney, Senior Vice President of Advertising Sales for Fox Sports en Español.



The five-month virtual advertising campaign is expected to launch on May 17 during live telecasts of Brazilian and Argentine soccer matches and during the network's evening news programming. The technology is being supplied through PVI, a leading virtual advertising and virtual product placement service.

Fox Sports en Español is available through affiliated cable systems and through DIRECTV and Dish Network satellite providers. Fox Sports en Español is distributed by Fox Cable Networks Group and operated by Fox Pan American Sports LLC, an international sports programming and production entity jointly owned by Hicks, Muse, Tate & Furst, Fox Entertainment Group (NYSE: FOX) and News Corporation's (NYSE: NWS) Fox Sports International, and Liberty Media Corporation. For more information visit Fox Sports en Español online at www.fse.terra.com

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 Group'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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