

Release: Immediate

Contact:

MINI MotoringGear:

Michael McHale

201-307-3722, [michael.mchale@miniusa.com](mailto:michael.mchale@miniusa.com)

BMW Lifestyle Accessories

Martha McKinley

201-307-3786, [martha.mckinley@bmwna.com](mailto:martha.mckinley@bmwna.com)

## **BMW AND MINI MEMORY WATCHES HAVE PERSONAL DATA STORAGE CAPABILITY**

Data Travels with the Flick of the Wristwatch

**Woodcliff Lake, NJ, June 18, 2003 ...** Forget burning a CD to hold your data. Now come a pair of new watches that are the latest word in personal data storage. BMW and MINI jointly announce their own versions of a Memory Watch that features an integrated USB port and holds up to 128 megabytes (MB) of data via an internal memory card. By directly connecting to any computer, business presentations, photos, music, passwords and more can be stored on both the BMW Memory Watch (\$128) and the MINI Memory Watch (\$128). Of course, they also tell time.

### **The Ultimate Storage Device for Memorable Motoring - Two Watches, One Technology.**

Both watches are ideal for business trips. Instead of fiddling with discs and CDs, simply download presentations and business files into your wristwatch and go. The watches can be put to use for business or pleasure and they are great to store those favorite photos or tunes. Downloading Data is almost as fun as wearing the watch itself.

The stylish Memory Watch features a striking façade in black and chrome, and showcases the BMW logo while the MINI watch boasts colorful MINI attributes with orange accented numbers.

Both models can connect to an MP3 for data transfer, and both are Macintosh and PC compatible. The Memory Watches feature standard USB interfaces, a USB extension cord and an integrated USB plug. No external power supply is needed. A plug, play and easy operations start-up CD disc is included, and both models are shock proof, anti-static and water resistant.

To get buyers started, both watches come with pre-stored data. The MINI watch comes loaded with the "Trick Your Own MINI" section from the official website. Buyers can download the program and customize a MINI on their own desktop. The BMW watch comes loaded with the brand's merchandising catalog that can be downloaded for speedy browsing of BMW accessories line.

The BMW Memory Watch is available at BMW dealerships, at [www.bmw-online.com](http://www.bmw-online.com) or by calling 888-269-6654.

The MINI Memory Watch is part of the MINI MotoringGear collection, and is sold at MINI dealerships at [www.minimotoringgear.com](http://www.minimotoringgear.com) or by calling 866-467-MINI (6464).

#### 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>

# # #

**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](http://www.press.bmwgroup.com).

# # #