

# BMW of North America, LLC.

## Press Information

For Release: **IMMEDIATE**

Contact: **Lucy Flinn**  
**201 307 3814 / [lucy.flinn@bmwna.com](mailto:lucy.flinn@bmwna.com)**

### **UNIFIED ACTION AGAINST HIV AND AIDS - RECORD BREAKING NUMBER OF PARTICIPANTS AT THE PREVENTION PROGRAM OF BMW SOUTH AFRICA**

**Munich/Pretoria, September 8, 2003 ...** In a full-throttle drive against the AIDS pandemic, BMW South Africa has reached a record level of voluntary HIV/AIDS testing and counseling in the past 16 months. More than 2,300 employees (about 75% of the workforce) have taken the step of getting to know their HIV status during this time. According to the World Economic Forum's Global Health Initiative case study on BMW's program, this is the highest recorded level of voluntary testing amongst corporations worldwide.

This announcement came as BMW South Africa's HIV/AIDS workplace program was highly commended as best practice by the New York-based Global Business Coalition (GBC) on HIV and AIDS. The GBC is a rapidly expanding alliance of over 114 international businesses with over 4 million employees in 178 countries dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. The program of BMW South Africa was selected by achieving the GBC's awards criteria and contributing to HIV/AIDS awareness, prevention, care and treatment of employees and community members.

In a South African first, BMW South Africa has opted to establish the HIV prevalence rate amongst its employees by going the full route of pre-test counselling, blood sample testing and post-test counselling, instead of the more common anonymous, unlinked test. This enables the company to offer holistic care and support to HIV positive employees, giving them access to counselling,

#### **Company**

BMW of North America, LLC

#### **Mailing address**

PO Box 1227  
Westwood, NJ  
07675-1227

#### **Office address**

300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

#### **Telephone**

(201) 307-4000

#### **Fax**

(201) 930-3254

#### **Internet**

[www.bmwusa.com](http://www.bmwusa.com)



wellness advice and a complete range of free treatment options including anti-retrovirals.

“Our program focuses on individual responsibility and each and every one of our employees is being developed as an HIV/AIDS prevention advocate,” says Dr Natalie Mayet Head of BMW’s Occupational Health Services. “Knowing one’s status is key to getting treatment. Employees have taken ownership of our drive against HIV/AIDS and every individual who has been tested is making a difference and is an inspiration to colleagues.

Another important part of the program is to create a culture of trust. “Every one of our employees knows that any possible infection will not have any discriminatory consequences for himself or his family, says Ian Robertson, Managing Director of BMW South Africa. The culture of trust between our employees, the company’s medical staff and management has also played a major role in the success of our testing program.”

“The commitment of our employees to a strong internal HIV/AIDS program is obvious,” continues Robertson. “With this kind of participation, we are confident that we are taking the right steps to manage the risks of the disease at BMW South Africa and to ensure the wellness of our employees and their families.” The employees of BMW South Africa have been involved from the beginning in the formulation of the company policy on HIV/AIDS and the establishment of a program that concentrates in equal measure on education, prevention and treatment.

As part of its strategy for the continuum of care, BMW has started to expand its HIV/AIDS program to its dealers and suppliers and has established resources in surrounding communities by training local doctors in HIV/AIDS management. Links have also been forged with traditional healers in the communities. The company is also providing funding through a public-private partnership with a German agency for a holistic community-based Multipurpose Care Center, to be built in Soshanguve, near Pretoria.

Other recent in-house initiatives include training for team leaders and supervisors in legal aspects of HIV/AIDS and coping with death and dying. An

HIV/AIDS education session has been incorporated into the company's induction program for all new employees.

### **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; a South Carolina manufacturing operation; DESIGNWORKS/USA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. The BMW Group is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers and 53 MINI car dealers. BMW US Holding Corp., the Group's 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:

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorradusa.com](http://www.bmwmotorradusa.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.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).

# # #