

IMMEDIATE

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NEIMAN MARCUS LIMITED EDITION BMW 645Ci SELLS OUT IN SIX MINUTES AND 57 SECONDS

Dial-up Frenzy as Customers Vie To Be Among The First Fifty Callers

Woodcliff Lake, NJ - October 16, 2003 ... Christmas is coming early for 50 Neiman Marcus customers who managed to place their calls into the BMW Purchase Hotline to order the new 2004 BMW 645Ci that was featured in this year's Neiman Marcus Christmas Book, as it went on sale today at 12 PM, EDT.

As the clock struck noon, the 1-866-303-BMW6 phone lines were completely lit up with buyers who wanted to be sure they were among the first in the U.S. to own the just-introduced Limited Edition 645Ci. The sports car sold out in a mere six minutes and 57 seconds.

"Our partnership with Neiman Marcus has led to a high -speed sell out of the new 645Ci," said Jim McDowell, Vice President of Marketing for BMW of North America. "Together, we have struck a chord with consumers who want luxury, elegance and extreme driving excitement in one fantasy package."

Billed as the "must-have" sports car for the person who has everything, the luxury coupe made its U.S. debut at the unveiling of the Neiman Marcus Christmas Book in Dallas on September 30th. Only 50 of these new U.S. limited-edition models, built especially for Neiman Marcus, are being produced in the inaugural year. They feature custom Stratus Gray exterior finish and soft Crème Beige Extended leather interior. The car can accelerate from 0 -60 mph in 5.7 seconds, and features a powerful 4.4-liter V-8 engine that produces 325 horsepower.

Ron Florance, who was caller number 14, was one of the lucky buyers. "I bought one of the first-generation 6 Series Coupes back in 1984 to celebrate my 50th birthday and with my wife Elaine, we took delivery of the car in Europe. I still have my 1984 633CSi and when I saw the pictures of the new 645Ci, I knew I had to buy it for an early 70th birthday." The Long Beach, California resident added, "My wife and I are very excited to be one of the lucky 50 new owners of the Neiman Marcus Edition 645Ci Coupes and we are looking forward to taking delivery of the car in Europe in hopes of retracing the trip we took in 1984."

The Limited Edition 2004 BMW 645Ci is featured on page 107 of the 2003 Neiman Marcus Christmas Book, and retails for \$75,170. The luxury coupe will be available at BMW showrooms in the first quarter of 2004.

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 73 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>

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To see the Neiman Marcus Christmas Book, go to www.neimanmarcus.com. A high-resolution photo of the Neiman Marcus Limited Edition 2004 BMW 645Ci Coupe is also available at www.wirepix.com/newsphotos.