

IMMEDIATE

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## **FRIENDS CO-STARS SIGN UP TO HELP FIGHT BREAST CANCER**

New Friends-Signed BMW X3 To Tour Country Raising Funds For The Susan G. Komen Breast Cancer Foundation

**Burbank, CA, October 22, 2003...**“Friends” co-stars came out to do their part during breast cancer awareness month by signing a new BMW X3 Sport Activity Vehicle that will be raffled off in a national contest to raise money for the Susan G. Komen Breast Cancer Foundation.

“Breast cancer is an illness that deeply affects families and friends,” said Courteney Cox Arquette, whose mother-in-law Mardi, passed away from the disease in 1996. “Together with the support of my co-stars, it’s important to send the message that we must all do what we can to help fight breast cancer, help raise funds for research, and encourage other Americans to participate, too.”

The Friends-signed BMW X3 will be the centerpiece of BMW’s 2004 Ultimate Drive program, a seven-year old national test-drive program created by BMW to raise awareness and funds for breast cancer research. The program consists of two 18-car fleets of new BMWs that visit participating dealerships around the country and stage events inviting the general public to take a test drive and raise money for breast cancer research.

For each mile that is test-driven in one of the BMW Ultimate Drive fleet vehicles, \$1.00 is contributed to the Susan G. Komen Breast Cancer Foundation to support breast cancer research, education, screening and treatment programs. There is no purchase necessary to test drive the vehicles in the BMW Ultimate Drive fleet of cars, and all administrative costs of the Ultimate Drive program are underwritten by BMW separately and apart from the funds raised for this program. The Ultimate Drive's objective is to raise \$1 million for breast cancer research each year. The program has already raised close to \$7 million.

"Every penny counts in raising funds for breast cancer research," said Tom Purves, Chairman and CEO of BMW (US) Holding Corp. "By getting the support of the 'Friends' co-stars, we hope to raise even more awareness and a record amount of money for the Susan G. Komen Breast Cancer Foundation, which will bring us that much closer to a cure."

The new BMW X3 is the high-performance car manufacturer's entry into the mid-size Sports Activity Vehicle arena. Introduced at the Frankfurt Motor Show in September and making its debut at U.S. dealerships in late November, the X3 combines rugged good looks, high performance and space enough for a trunkload of mountain bikes – all at an affordable price.

The Friends-signed X3 will travel to several locations throughout the United States during the 2004 Ultimate Drive program. At each location, for a suggested \$10 donation, consumers will have the chance to enter the contest to win. All proceeds from the Friends-signed X3 will go directly to The Komen Foundation. The winning ticket will be chosen by an outside agency in late 2004.

### **About the Susan G. Komen Breast Cancer Foundation**

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure to eradicate breast cancer as a life threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach

programs around the world. Together with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised nearly \$600 million for the fight against breast cancer.

For more information about breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call the Komen Foundation's National Toll-Free Breast Care Helpline at 1-800 I'M AWARE® (1-800-462-9273).

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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:

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

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