

IMMEDIATE RELEASE

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**THE BMW ULTIMATE DRIVE REACHES ITS MILLIONTH MILE AND RAISES  
\$1 MILLION FOR THE SUSAN G. KOMEN BREAST CANCER FOUNDATION  
BRINGING THE TOTAL DONATION TO MORE THAN \$7 MILLION IN 7  
YEARS**

**Woodcliff Lake, NJ - November 13, 2003** ... Bay area breast cancer survivors took part in a symbolic drive to BMW of San Francisco today, marking the close of The Seventh Annual Ultimate Drive for the Susan G. Komen Breast Cancer Foundation. The procession's arrival represents the completion of the fleet's ceremonial millionth mile in the Ultimate Drive, which supports breast cancer research and community outreach programs. This year, the Ultimate Drive raised over \$1 million, bringing the seven-year total to more than \$7 million since the program's inception in 1997.

Throughout the six-month Ultimate Drive program, a grassroots fundraising effort that stretches coast-to-coast, BMW centers in more than 200 cities hosted daylong test-driving events that allowed area residents to raise money for breast cancer research, education, screening and treatment programs. For every mile driven, BMW donated \$1 to the Susan G. Komen Breast Cancer Foundation, the nation's largest private funder of breast cancer research.

In each local community, a special presentation was also held to recognize a local "Hero" for his or her outstanding work to help eradicate breast cancer. A photograph

of each "Hero," along with his or her signature, was affixed to a special BMW "signature car," which then became a dynamic symbol of the program's goals. Jim McDowell, Vice President of Marketing for BMW of North America, officiated at the ceremony at BMW of San Francisco, and presented a check for \$1 million to Cindy Schneible, Vice President of Cause-Related Marketing for the Susan G. Komen Breast Cancer Foundation.

"This year, as in years past, the Ultimate Drive saw a great outpouring of support for breast cancer research from Americans across the country," he said. "We at BMW are proud to partner with the Susan G. Komen Breast Cancer Foundation for this important cause, and are equally proud to present this check for \$1 million to the Foundation today, bringing our total contribution to more than \$7 million dollars. Hopefully in a few years, the Ultimate Drive will celebrate the eradication of this dreaded disease for all time."

According to Cindy Schneible, Vice President of Cause-Related Marketing for the Komen Foundation, the seven-year partnership with BMW has had a positive impact on the Foundation's mission. "As the seventh annual Ultimate Drive comes to a close, I can guarantee that the money raised by BMW and the public is helping bring us one step closer to a cure for breast cancer," she said. "Knowing that we can count on BMW every year to help raise funds and awareness for this important cause has enabled us to continue our support of cutting-edge breast cancer research, as well as life-saving screening and treatment programs that help women and their families deal with this devastating disease."

During the past seven years, BMW of North America has donated more than \$7 million to the Komen Foundation. There is no purchase necessary to test-drive the vehicles in the BMW Ultimate Drive fleet of cars, and all proceeds from the test-drives are donated to the Komen Foundation. All administrative costs of the Ultimate Drive Program are underwritten by BMW separately and apart from the funds raised for this program.

### **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. The Foundation is an international organization with a network of more than 75,000 active volunteers working to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

The Foundation is the nation's largest private funder of breast cancer research and community outreach programs. In addition to funding research, the Komen Foundation provides local grants for breast cancer education, screening and treatment projects for the medically under-served in communities from coast to coast. Hundreds of thousands of women and men receive the life-saving message of early detection through the Komen Foundation's outreach efforts.

### **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:

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