

IMMEDIATE RELEASE

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BMW Assist And Hands-Free Calling Now Available On Every BMW

Woodcliff Lake, New Jersey, November 13, 2003... BMW now offers its customers the safety of location-based services under the brand name BMW Assist™ as well as the convenience of hands-free calling for all model year 2004 cars and SAVs.

BMW Assist is standard on all 2004 5 and 7 Series cars, and optional or included with the Premium Package on the X5, Z4 and 3 Series (produced effective September 2003), even the upcoming X3. BMW pays for the first year of service; annual renewals thereafter cost \$240. BMW Assist customers have 24-hour access to Emergency and Roadside Assistance at just the push of a button or even automatically in the event an airbag deploys or a severe rear impact occurs. BMW Assist uses advanced technology to bring the focused attention of a response specialist to the BMW driver's aid. Combining a built-in wireless device for communication and a Global Positioning System (GPS) receiver to determine the vehicle's location, the BMW Assist system conveniently delivers both occupant security and premium concierge services to enhance the BMW driving experience at an affordable price. The services are described in detail below.

Automatic Collision Notification. The BMW Assist system automatically transmits location coordinates and vehicle information to the BMW Assist response center after an airbag deploys or a severe rear impact occurs. A response specialist speaks with the customer through the BMW Assist hands-free communication system. Based on the occupants' response, or even if they cannot respond, the specialist

will coordinate the dispatch of emergency personnel to the vehicle's location through the local 911 center.

Emergency Request. A push of the conveniently located "SOS" or "Emergency" button initiates the same services as described above. In addition to contacting the 911 center, the response center can notify the subscriber's emergency contacts upon request as well as link to BMW Roadside Assistance.

Enhanced Roadside Assistance. If the subscriber experiences a flat tire, runs out of gas, or has any serious vehicle malfunction, a push of the "Roadside Assistance" button transmits the location coordinates and vehicle information. Then, the BMW Assist response center links the information and subscriber to BMW Roadside Assistance for an accurate dispatch.

Concierge. For help buying concert tickets, making dinner reservations, or finding the perfect gift, among many other possibilities, the subscriber calls a personal assistant by dialing a toll-free number from any phone, any time.

Owners' Circle. The subscriber becomes a member of BMW's award-winning customer web site located at www.bmwusa.com with online access to their Owner's Manual, maintenance history, BMW Financial Services, and more.

Customer Relations and your BMW center. The subscriber can contact these resources at the touch of the iDrive controller in the 5 and 7 Series to get answers to questions or to conveniently schedule a service appointment.

Hands-free calling

For vehicles equipped with BMW Assist. Every 7 Series owner receives a Motorola CPT9000 handset, which can be activated on their choice of the Verizon Wireless, Alltel, AT&T Wireless or Cingular networks. The phone can be docked in the center console for recharging, access to an external antenna and safe hands-free operation through the innovative iDrive system, steering wheel controls and speech recognition system. Hands-free calling can be extended to the BMW Assist system through a BMW center-installed integration kit on the new 5 Series. Similar kits will be available for all models in the first quarter of 2004.

For vehicles not equipped with BMW Assist. The Bluetooth™ Universal Hands-free Phone System can currently be installed by BMW centers into the following vehicles:

- o 3 Series Sedans and Sport Wagons produced since March 2002
- o 5 Series Sedans and M5s produced from March 2002 to June 2003, and
- o X5 Sport Activity Vehicles produced since April 2002.

This innovative offering allows the customer to operate a Bluetooth phone in a truly wireless hands-free mode, even dialing numbers through its own advanced voice recognition system, stored by either number or name. Steering wheel controls and display of dialed and incoming call numbers and names (if stored in the phone's address book) enhance safety and ease of use. Bluetooth wireless technology will be extended to other models in 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:

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

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.

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