

IMMEDIATE RELEASE

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THE NEW BMW MOTORRAD NAVIGATOR II

Woodcliff Lake, NJ – February 12, 2004 ... Since March 2002, BMW has offered the 'BMW Motorrad Navigator' road navigation GPS to individuals looking for guidance on their motorcycling adventures. Now its successor, the BMW Motorrad Navigator II, is available and features key upgrades to make it an even better travel companion.

Faster and better performance

A significantly-faster RISC (Reduced Instruction Set Computer) processor combined with an integrated USB (Universal Serial Bus) connection make data transfer from PC to Navigator easier and virtually instantaneous.

Developed in cooperation with the navigation specialists at Garmin International, the new BMW Motorrad Navigator II now utilizes readily-available CompactFlash® memory cards. Internal memory has been also expanded, now featuring a massive 512 MB of storage space, allowing huge areas of map data to be stored.

Simple operation

In addition to the familiar features of its predecessor, the BMW Motorrad Navigator II offers fourteen menu languages and touch-screen capabilities that simplify operation—finding your destination couldn't be any easier. By touching the anti-glare screen, selecting the "Food & Drink" menu will list all registered restaurants in your area arranged by proximity. You can even choose food subcategories (i.e. Italian) and then select any standard navigation function using the touch screen to get to your destination quickly.

Motorcycle-specific features

The exclusive BMW-designed Advanced Motorcycle Mount Cradle functions as an extended operation unit specifically for BMW Motorcycle riders and features four buttons, which can be operated while wearing gloves. The cradle also has a

supplemental audio connector, offering verbal directions in your choice of nine languages. In addition, the BMW mount is programmed and recognized by every BMW Navigator II when installed. BMW Motorcycles equipped with the ComSystem and V.O.I.C.E. communication systems will benefit by the BMW Navigator II.

The sleek new design now incorporates the satellite antenna inside the BMW Navigator II. Also unique to the Navigator II is the fuel- and splash-resistant housing that minimizes damage from fuel vapors while refueling.

The BMW Motorrad Navigator II is supplied with the latest MapSource[®] North America v5 CD software for easy downloading of detailed maps of the U.S. and Canada as well as everything necessary for automobile use, including a portable beanbag mount, power adapter with speaker and new portable remote control. The new Navigator II will be available in Spring 2004 from all BMW Motorrad USA retailers and will retail for \$ 1,495.00.

BMW Navigator II Exclusives:

1. Advanced mount cradle with 4 additional buttons and audio jack that only works with the Navigator II.
2. Software that includes:
 - BMW splash screen
 - BMW dealer database
 - Serial port configured to 14.4Kbaud to work with advanced mount cradle.
3. BMW uses its own set of serial numbers

BMW Navigator II Specifics: (These are not necessarily exclusive)

1. Fuel-resistant plastics for Navigator II and Advanced Motorcycle Mount Cradle
2. Compass Page
3. 512 MB CF card

BMW Navigator II Accessories (Some are included with purchase)

1. Power cable with procar adapter
2. Power cable with AMP connector
3. Power cable with 3-pin Amp connector (Power, Ground, Speed)
4. Simple Mount Cradle (May not be needed)
5. Advanced Mount Cradle
6. Battery Pack
7. Wall Brick
8. Wall Brick European Adapter
9. Mapsource
10. Manuals
11. Unlock Code for Europe
12. 512 MB CF card
13. USB cable

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC 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 passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 73 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car 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

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