

IMMEDIATE RELEASE

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## **BMW DONATES VEHICLE FOR BRISTOL-PLYMOUTH TECHNICIAN TRAINING PROGRAM**

BMW vehicle to give students hands-on, high-tech experience

**Taunton, MA - April 1, 2004...** Bristol-Plymouth Regional Technical School is one of six high schools and technical schools in the eastern United States to receive a current model BMW for use in its automotive technician training program. BMW of North America, LLC is donating the vehicles, worth more than \$265,000, as part of its ongoing commitment to educating the next generation of automotive technicians – a rewarding career for which there exists an intense demand.

A donation ceremony will take place today at the school in Taunton, attended by representatives from the local BMW dealerships in Massachusetts, Rhode Island and BMW's Eastern Region. The BMW 3 Series donated to this school is worth about \$35,000.

With more than 1.9 million BMWs on the road today, and new sales expected to reach 300,000 annually in the next few years, the need for highly skilled technicians to diagnose and repair these increasingly sophisticated automobiles continues to escalate. In fact, the acute shortage of qualified service technicians is a growing challenge for all automakers and dealers nationwide.

According to the U.S. Bureau of Labor Statistics, more than 60,000 automotive service jobs in the U.S. are going unfilled as the automotive industry competes for skilled labor with other high tech industries. Anticipated 18% growth for the profession by 2010 translates into the need for an additional 991,000 technicians on the job.

BMW's vehicle donation is in conjunction with Automotive Youth Educational Systems (AYES) – a partnership of auto manufacturers, dealers and qualified high schools offering career and technical training created to encourage young people to consider careers in

retail automotive service, and to prepare them for entry-level career positions or advanced studies in automotive technology. AYES works to generate interest in automotive careers at the high school level and provide educational and occupational opportunities.

“We’re delighted to be able to help Bristol-Plymouth Regional Technical School advance its program in automotive technology and bring this exciting career opportunity to local residents,” said Lawrence Demski, Eastern Region Aftersales Manager, BMW of North America, LLC. “There is a huge demand from area dealers for qualified service personnel, and programs like this one go a long way in helping to meet that demand.”

To keep pace with the need for highly skilled service technicians, BMW initiated an advanced program in 1996. Called STEP for Service Technician Education Program, the initiative has since graduated nearly 1,500 technicians from its seven regional training facilities throughout the U.S. Additional programs are continually being added.

### **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, 76 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](http://www.bmwusa.com)

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

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

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

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**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](http://www.press.bmwgroup.com).

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