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VERENA C. KLOOS NAMED PRESIDENT OF DESIGNWORKSUSA

Kloos to Succeed Adrian van Hooydonk

Los Angeles, CA – June 8, 2004 ...DesignworksUSA, the California-based international strategic design consultancy owned by BMW Group, announced today that Verena C. Kloos has been named President of DesignworksUSA. In this position, she will oversee the company's day-to-day operations and strategic direction. She will report directly to Christopher E. Bangle, Director of BMW Group Design. Ms. Kloos succeeds Adrian van Hooydonk, who will oversee the smooth transition of Ms. Kloos as President. Mr. van Hooydonk will re-locate to Munich later this year to head the BMW automobile brand studio.

Previously, Ms. Kloos was the Head of DaimlerChrysler Advanced Design studio in Como, Italy. In this post, which she held since March of 2000, she was responsible for the design and development of advanced interior concepts for passenger cars of future Mercedes-Benz product lines.

In addition, she has held various senior management positions at DaimlerChrysler and senior design positions in other companies in the automotive industry.

She has extensive experience in the United States, having served as Design Director for Volkswagen in Simi Valley, California from 1991-1994.

A native of Wolfsburg, Germany, Verena Kloos earned a Bachelor of Design degree in the Industrial Design Studies program of the University of Fine Arts in Braunschweig.

DesignworksUSA

DesignworksUSA is a premier international design consultancy headquartered in Newbury Park, California with a branch office in Munich, Germany. Founded in 1972 by designer

Charles Pelly, the company was acquired by the BMW Group in 1995, and covers four main areas: Product Development, Transportation Design, Automotive Design and Advanced Communication. With a deep understanding of future context, the DesignworksUSA studios bring the highest level of design creativity, diversity and quality to a broad but select range of premium products including cars, sports equipment, motorcycles, lifestyle products, trains, fashion, airplanes and high-technology devices. The firm translates consumer brand attitudes into strategic design visions and products, and credits its success to a unique cross-fertilization of ideas and disciplines as well as long-term immersion in specific design landscapes as individuals and as teams. Its website is www.designworksusa.com.

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

www.bmwmotorradusa.com

www.miniusa.com

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

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