

For Immediate Release

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BMW GROUP STRIKES GOLD IN IDSA 'IDEA' AWARDS

Company Collects Gold Awards for MINI, Gold and Bronze for DesignworksUSA and Bronze for Motorcycles

Woodcliff Lake, New Jersey, August 13, 2003...BMW Group has struck Design Gold in the Industrial Design Society of America's 2003 IDEA (International Design Excellence Awards) winning a total of four awards. BMW Group received Gold awards for MINI, Gold and Bronze for DesignworksUSA and a Bronze for BMW Motorcycles.

The IDSA holds its annual design excellence program, IDEA to highlight the best industrial design from across the U.S. and around the world. Speaking about MINI, Tom Matano, IDSA director, industrial design department, said the new MINI is: "An exercise in the re-birth of a brand identity at its best. This kind of a redesign is not as simple as merely taking design cues from the past. Investigation reveals a clever use of materials and the latest technologies under a familiar shape. The original Mini's 'all four wheels on a corner' concept has been retained, while meeting current safety requirements. The interior sets a new level of quality and high-style design for its price range. This generation of MINI will attract a much wider market than its predecessor."

Adrian van Hooydonk, president of DesignworksUSA, a wholly owned subsidiary of the BMW Group said: "We are delighted and honored that IDSA has recognized our products and the wide-ranging skills of our worldwide design team. For MINI, our challenge was to replace the iconic 1960s Mini with a new car that met all modern design standards yet carried on the legendary MINI personality and driving dynamics.

The Art of Car Design exhibition provided us with the opportunity to express the energy of BMW Group's design philosophy in a physical way."

BMW Design received a Gold award for its Art of Car Design exhibition at Die Neue Sammlung in the Pinakothek der Moderne in Munich, Germany. Art of Car Design is a complete room installation with a multi-media video to emotionally express the BMW Design Process, without using advertising or product placement in any way. The minimalist sculpture is made from Italian marble and was erected in the museum's Vehicle Design Room. Word flashes and images are projected at night onto the free form surface, which can be seen from the road. The installation is always alive, because "design never sleeps." In addition, during opening hours, a 10 minute-long film plays on six monitors showcasing the BMW Group's design process with background commentary and music by minimalist composer Philip Glass.

Naomi Gornick, I/IDSA, Principal said: "What an outstanding solution to the project brief. It is simple, dramatic and demonstrates a superbly imaginative use of material. Thank goodness the exhibition is permanent."

The BMW F 650 CS motorcycle won Bronze in recognition of the way it has created a new niche in the motorcycle market. The F 650 CS combines innovative technology and a clean, sweeping design. It's unique "Stuff Bay" interchangeable storage system provides increased versatility to the rider.

The MINI Trolley Bag (not available in the U.S.) produced by DesignworksUSA was awarded Bronze by the IDSA. The Mini Trolley Bag uses unique branding and packaging elements to reflect the personality of the MINI brand. Its water-repellant outer layer is made of synthetic material and the bag features a surprising color concept on the interior.

The IDEA awards will be formally presented on Saturday, August 16 at the Marriott Marquis Hotel in New York City on the final night of IDSA's national conference. Adrian van Hooydonk will attend the event in New York.

IDSA is the nonprofit association that represents the profession of industrial design to education, business, government and the public and serves the profession's needs for information and networking.

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 70 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.bmw Motorradusa.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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