

BUDWEISER SPONSORS BMW WILLIAMS F1 TEAM

“King of Beers” Builds Upon Global Sports Marketing Leadership With First Formula One Deal

London, July 17, 2003 ... Budweiser, the world’s best-selling beer, and the BMW WilliamsF1 Team, a global leader in Formula One, announced that the “King of Beers” will serve as an “official sponsor” of the BMW WilliamsF1 Team. The multi-year agreement is Budweiser’s first sponsorship in Formula One and builds upon the brand’s international sports marketing portfolio.

As part of the agreement, the Budweiser logo will be featured on race cars driven by two of the sport’s hottest drivers – Juan Pablo Montoya and Ralf Schumacher – as well as on driver and team uniforms. The brand also will have rights to use the drivers’ images, team logo and team cars in advertising and sales promotion initiatives.

This sponsorship announcement follows the recent one-two finishes for both Schumacher and Montoya at the European Grand Prix on June 29th and at the French Grand Prix on July 6th. Budweiser will debut its sponsorship of the BMW WilliamsF1 Team at the British Grand Prix in the United Kingdom on July 20th.

“Our sponsorship of the BMW WilliamsF1 Team enables Budweiser to reach a global audience of racing fans by leveraging the resources and marketing expertise of two industry leaders,” said Tony Ponturo, vice president, global media and sports marketing, Anheuser-Busch, Inc. “For more than 25 years, WilliamsF1 has been synonymous with the best in Formula One racing, and we look forward to continuing the team’s winning tradition at this weekend’s British Grand Prix.”

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On the announcement of this major new partnership, BMW WilliamsF1 Team Principal Frank Williams said, “Budweiser is one of the world’s most admired and identifiable brands, and of course has an impressive history as a patron of motor racing. I represent the whole team in saying that we feel extremely privileged to form a commercial alliance with a brand of this stature and importance.”



BMW.WilliamsF1 Team

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Budweiser sponsors a variety of motorsports teams, and in the past 14 years, Bud Racing teams have produced 36 national and world championships. Budweiser was an associate sponsor during Montoya's Indianapolis 500 victory in 2000, when he became the first rookie to win the event since 1966. In addition, the brand serves as "Official Beer" of the National Association of Stock Car Auto Racing (NASCAR) and the National Hot Rod Association (NHRA). Other Budweiser team sponsorships include NASCAR's Dale Earnhardt Jr., the Miss Budweiser Unlimited Hydroplane team, and the NHRA's Top Fuel racer Kenny Bernstein.

A native of Germany, Ralf Schumacher made his Formula One debut in 1997, joined WilliamsF1 in 1999, and won both his and the team's first race at Imola in 2001. He followed up with two additional wins that season in Montreal and Hockenheim, and finished fourth in the World Championship. Schumacher won in Malaysia in 2002 and is having an outstanding season in 2003 with wins in both Germany and France to date. He is currently Third place in Formula One points for the season.

A native of Colombia, Montoya was CART champion in 1999 and made his Formula One debut for the BMW WilliamsF1 Team in 2001. Montoya, who previously had been a test driver for WilliamsF1, made an impact his rookie season in 2001 by claiming one victory, winning three poles and leading several races. In 2002, he took seven poles and clocked the fastest qualifying lap in the history of Formula One in Monza. He finished third overall in 2002, and continues to have a strong season in 2003 with a win at the blue ribbon Monaco GP and two second-place finishes.

WilliamsF1 is one of the world's most successful Formula One teams. Formed in 1977 by Frank Williams and Patrick Head, the company has secured 16 FIA Formula One World Championship titles and won 112 Grands Prix. The company today has around 500 employees on its technology campus outside Oxford, UK. In 2000, the company entered a major partnership with BMW and together, the Anglo-German BMW WilliamsF1 Team has won eight Grands Prix.

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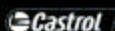


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Budweiser is brewed by Anheuser-Busch, Inc., and is available in more than 80 countries around the world. Budweiser is the "Official Beer" of several sports organizations including the F.A. Premier League, Manchester United and Chelsea FC; and Official Partner of Manchester City and also has been "Official Beer" of the FIFA World Cup™ since 1986. In addition to its U.S. motorsports sponsorships, Budweiser also serves as "official beer" of Major League Soccer and each of its 12 teams, the National Basketball Association (NBA), Major League Baseball, and 27 of the 32 National Football League (NFL) teams.

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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.

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www.press.bmwgroup.com.

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