

IMMEDIATE

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### **BMW BEST VALUE LUXURY BRAND BY AUTOMOTIVE LEASE GUIDE**

Receives ALG 2004 Residual Value Award for Highest Predicted Retained Value of Any Luxury Brand

**Woodcliff Lake, NJ - November 10, 2003 ...** Automotive Lease Guide announced that BMW has received its 2004 Residual Value Award for the highest predicted retained value of any luxury brand. The ALG Brand Residual Awards are based on the 2004 ALG Brand Residual study. The study focused on residual over the entire portfolio of vehicles within a brand. Residual performance, new vehicle pricing, incentives and product competitiveness were critical factors.

“Winning ALG’s Luxury Brand Residual Value Award demonstrates the strength of the entire BMW product line,” said John Blair, Automotive Lease Guide’s Chief Executive Officer. “The competition is fierce in the luxury arena and to excel it takes a consistent stream of successful product launches and a history of steady resale values. BMW is doing both of these things very well.”

“We’re very pleased to receive this award from ALG,” said Tom Purves, Chairman and CEO of BMW of North America, LLC. “We have long believed that BMW’s continuing success in this market has been primarily due to the combination of outstanding products that represent remarkable value. This award comes at a time when we have yet to see the full effect of the unprecedented product offensive on which BMW is currently embarked.”

The product offensive includes the all-new 2004 5 Series and significantly updated 2004 X5 SAV which are now in showrooms. It also includes the all-new X3 SAV, which will be in showrooms on the 28<sup>th</sup> of this month and the return of the BMW 6 Series, which will arrive early next year.

## **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 73 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, and leasing is available to consumers via the Internet at:

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

[www.bmwmotorradusa.com](http://www.bmwmotorradusa.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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