

IMMEDIATE

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## **BMW AND LUFTHANSA TEAM UP ON TRAVEL TO EUROPE WITH TWO-FOR-ONE FARES ON THE EUROPEAN DELIVERY EXPERIENCE**

**Woodcliff Lake, NJ - February 2, 2004 ...** BMW customers have an added incentive this year to take advantage of the opportunity to pick up their new vehicles at the manufacturing facility in Munich and then take off on a driving tour of Europe. Lufthansa is now offering attractive two-for-one airfares to Germany from the U.S. for BMW customers choosing to participate in the European Delivery Experience.

The European Delivery Experience is available to U.S. customers who buy or lease most BMW models manufactured on the continent. Each year, thousands of BMW customers opt to take delivery of their new vehicles at the factory in Germany, where they receive a personalized introduction to its features and performance. Many also use the trip to Munich as a starting point for a European driving vacation. Nineteen locations throughout Europe offer great flexibility when it comes time to drop off the vehicle for its trip to the United States.

The BMW/Lufthansa program offers a free companion ticket with the purchase of a qualifying round-trip economy class ticket. Those choosing to fly business class will receive 75 percent off the companion ticket. This special offer – good for travel from March 1, 2004 through December 31, 2004 – is available exclusively for BMW customers who purchase or lease a BMW through the BMW European Delivery Program.

### **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 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 passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 73 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.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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