

IMMEDIATE

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BANGLE STRENGTHENS DESIGN TEAMS OF THE BMW GROUP

Munich - February 3, 2004 ... The BMW Group has reorganized its development departments as it focuses more strongly on its BMW and MINI brands and Rolls-Royce MC. In the course of this new orientation, Christopher Bangle, Director of BMW Group Design, has also aligned the design area towards the various business areas of the BMW Group. Individual design studios have been set up for BMW, MINI and Rolls-Royce MC as well as for the areas BMW Motorrad and BMW M. These new studios will now accompany the entire development process for new models from the first sketches to the start of production. They will receive support from cross-brand specialist departments responsible for strategic and technical tasks, for example model technology.

The heads of departments responsible up to now for the design of MINI, Rolls-Royce MC, BMW Motorrad and BMW M will head the respective brand design studios: Gert Volker Hildebrand (MINI), Ian Cameron (Rolls-Royce MC), David Robb (BMW Motorrad) and Ulf Weidhase (BMW M and Individual). A new yet familiar member of the team of Group Design Director Christopher Bangle is Adrian van Hooydonk who will head the BMW automobile brand studio. Until now Van Hooydonk was president of DesignworksUSA, the Californian design studio of the BMW Group.

An overview of the heads of the brand design studios of the BMW Group:

BMW Automobiles

Adrian van Hooydonk, 40, has been a designer at BMW since 1992 and president of DesignworksUSA, the Californian design studio of the BMW Group, since 2001. The Dutch designer developed the exterior design of the current BMW 6 Series and 7 Series among other projects.

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BMW Motorrad

David Robb, 48, came to BMW as an exterior designer for automobiles and later headed the exterior design studio. In 1993 he took over as head of BMW Motorrad design.

BMW M and Individual

Ulf Weidhase, 51, came to BMW in 1988 and has headed the design team for BMW M Automobiles and BMW Individual.

MINI

Gert Volker Hildebrand, 50, has headed the MINI design team since 2000. Before this appointment he headed design teams for Volkswagen, Seat and Mitsubishi.

Rolls-Royce Motorcars

Ian Cameron, 53, came to BMW in 1992 as an exterior designer and among other things was project manager for the design of the 3 Series and the current Range Rover. In 1999 he was appointed the head of the newly-created design team of Rolls-Royce Motorcars.

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. 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
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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