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BMW 7 Series is the Most Delightful Luxury Car in *Strategic Vision's* Customer Delight Index Award

Woodcliff Lake, New Jersey, March 3, 2004... The 2003 BMW 7 Series was the Most Delightful Luxury Car in the new *Strategic Vision* Customer Delight Index (CDI), one of eight car categories, and scored second overall among all cars in the study. This new index is intended to help product planners design delightful vehicles that will bring the commitment and loyalty needed in a competitive marketplace.

Describing their role in going beyond customer satisfaction, Dr. Darrel Edwards, Strategic Vision president stated, "...our Customer Delight Index (CDI) is the strongest tool yet for industry planners to create delight in their future products... CDI taps explicitly into the emotional response of the buyer to determine if a meaningful emotional bond is formed... A delightful vehicle is more than one whose owner reports that he or she is completely satisfied. Delight represents a measurement of the bond that creates loyalty. The future belongs to those who truly delight their customers."

The BMW 7 Series, which includes the 745i, 745Li, 760Li and soon to arrive 760i, has won praise as well from *R.L. Polk* as the first place winner in the Prestige Luxury Car category of the 2003 Polk Automotive Loyalty Award, as well as being *Chief Executive Magazine's* selection for Best Sedan in their "Top 10 Cars for CEOs", and *Automotive.com's* award winner for "Best Luxury Car Over \$40,000."

Expressing his pleasure at the announcement, Tom Purves, Chairman and CEO of BMW (US) Holding Corp, explained, "It is always so gratifying for us to see that consumers recognize and appreciate the joy built into each of our vehicles. We completely agree with the fundamental relationship between the car and the driver. It

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is the hallmark of our brands and generates our own internal passion in everything we do.”

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., LLC 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, 76 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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