

IMMEDIATE

Contacts:

Martha McKinley, BMW of North America
201-307-3786/ martha.mckinley@bmwna.com

Glenn Greenberg, Liberty Mutual
617-574-5874/ glenn.greenberg@libertymutual.com

BMW PERFORMANCE – IN MORE WAYS THAN ONE
BMW Establishes Auto and Home Insurance Program with Liberty Mutual Group

Woodcliff Lake, NJ, September 25, 2003...BMW Financial Services is offering customers expanded coverage for auto and home insurance, including preferred rates (where permitted by law)* and new vehicle replacement cost coverage through its new Performance Insurance program, offered through the Liberty Mutual Group.

“We are pleased to be able to provide our customers with the peace of mind that comes with knowing their BMW and other valuable possessions are protected by quality insurance coverage,” said Bob Devine, Managing Director of BMW Financial Services of North America, LLC. “In addition, the program’s preferred rates could amount to significant savings for many of our current and prospective customers.”

BMW Performance Insurance customers will benefit from special auto insurance features, including:

- new vehicle replacement cost coverage for new vehicles totaled within the first year and less than 15,000 miles**
- enhanced emergency roadside assistance***
- 24-hour claims reporting
- 12-month guaranteed rates
- a dedicated customer phone number with extended sales and service hours

- the convenience of automatic checking account deduction for premium payments

Interested BMW owners can enroll in the BMW Performance Insurance program or obtain a no-obligation coverage evaluation and quote by calling 1-800-459-4309, or by visiting a local Liberty Mutual office. Liberty Mutual offices can be located online at www.libertymutual.com.

“This is an excellent opportunity for us to introduce Liberty Mutual automobile and homeowners insurance to a group of car owners who collectively share our passion for safety,” said Timothy Sweeney, Liberty Mutual’s Senior Vice President and Manager, Personal Sales. “Through BMW Performance Insurance, we can demonstrate to these potential customers that Liberty Mutual is a company they can trust to deliver a valuable product with exceptional service.”

BMW Financial Services

BMW Financial Services NA, LLC was established in 1992 as a captive finance company to support the sales and marketing efforts of the BMW Group in North and Latin America. With approximately \$15 billion in managed assets and nearly 400,000 customers, BMW FS leases or finances more than half of the new BMW vehicles sold in the U.S. BMW FS employs about 450 people, most of whom are located in the Dublin, Ohio Customer Service Center.

BMW Financial Services provides a wide range of leasing, retail, commercial, banking and insurance products tailored to meet the needs of BMW customers and dealers in the United States, Canada, Mexico, Argentina and Brazil. All lease servicing, including credit underwriting, funding, customer service, title administration, lease-end and collections are handled at the Dublin customer service center. A growing portfolio of banking, credit card and insurance offerings is also available through the BMW Bank of North America.

Liberty Mutual Group

Boston-based Liberty Mutual Group (www.libertymutual.com) is a diversified international group of insurance companies, and one of the largest multi-line insurers in the North American property and casualty industry. A top-ten provider of personal insurance products, the company sells full lines of coverage for automobile, homeowners, valuable

possessions and personal liability insurance through more than 360 local sales offices and three call centers in the U.S. and Canada. Liberty Mutual also is an industry leader in group sponsored voluntary auto and homeowners insurance programs, offering personal lines insurance through payroll deduction and direct billing to employees and members of more than 8,500 companies, credit unions, professional and alumni associations, and affinity groups.

Liberty Mutual offers a wide range of additional products and services including general liability, commercial auto, commercial property, group life and disability, integrated disability management, individual life and annuities, structured settlements, and international programs. Liberty Mutual has been the nation's leading provider of workers compensation insurance, programs and services for more than 60 years.

Liberty Mutual Group ranks 129th on the Fortune 500 list of largest corporations in the United States. The A.M. Best Company has rated Liberty Mutual "A" (Excellent).

* Preferred rates not available in all states, and vary by state. Program currently not available in Massachusetts or New Jersey.

** New Vehicle Replacement Cost Coverage does not apply to leased vehicles and is not available in all states.

*** Service applies to auto policyholders and is provided by Cross Country Motor Club, Inc., Boston, Mass., except in AK, CA, HI, OR, WI and WY where service is provided through Cross Country Motor Club of California, Inc., Boston, Mass.

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.

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

#

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

#