

IMMEDIATE

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BMW ROLLS OUT SIRIUS SATELLITE RADIO AS FACTORY OPTION ON NEW 5 SERIES SEDAN WITH A ONE YEAR PRE-PAID SUBSCRIPTION

Woodcliff Lake, NJ - December 24, 2003... BMW will offer SIRIUS Satellite Radio systems (NASDAQ: SIRI) as a factory option on 2004 5 Series sedans this month and as a dealer installed accessory in February 2004 at BMW centers across the country.

SIRIUS satellite radio, known for delivering the very best in commercial-free music and premium sports programming to cars and homes across the country, can be installed as a factory option for only \$595.00. The price includes a one-year pre-paid subscription plus two bonus months of free SIRIUS service and free activation. SIRIUS provides 5 Series drivers with 60 streams of 100% commercial free music and over 40 streams of sports, news, and entertainment, including weather, sports play-by-play, and an array of original programming, coast-to-coast.

BMW, the first premium automobile manufacturer to offer SIRIUS Satellite radio, makes SIRIUS available as a dealer-installed accessory on select 2004 3 Series Sedans, Coupes and Convertibles, 5 Series Sedans, select X5 SAVs, and on the all-new X3 SAV.

"BMW is excited to make the enhanced audio experience of SIRIUS Satellite Radio available on so many BMW products by offering it now as a factory option on the newly redesigned 5 Series, providing BMW customers the level of integration and convenience they expect," said Jim McDowell, BMW Vice President of Marketing.

"BMW owners appreciate premium services and SIRIUS' uncompromised service fits perfectly into their lifestyles," said Doug Wilsterman, SIRIUS Senior Vice President, OEM Automotive. "Whether they're cruising their neighborhood or taking a road trip across the country, 5 Series drivers will have SIRIUS by their side right from the start."

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

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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