

IMMEDIATE RELEASE

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## **2004 FORMULA BMW USA SEASON BEGINS AT LIME ROCK PARK IN MAY WITH AWARDS TOTALING OVER HALF MILLION DOLLARS**

**Woodcliff Lake, NJ, February 13, 2004 ...** BMW of North America, LLC has announced that its Formula BMW USA series prize package will amount to over \$260,000. This purse is in addition to the \$40,000 scholarships that it awarded six lucky drivers last month, bringing the total winnings to over \$500,000.

The first Formula BMW USA race will take place at Lime Rock Park on Memorial Day weekend. The 1.53-mile, 7-turn circuit in the hills of western Connecticut is considered as BMW's home track as it is only 60 miles from the Woodcliff Lake, NJ headquarters.

"In addition to BMW's commitment of training future champions, we believe Formula BMW USA is one of the most lucrative entry-level open-wheel road racing series in North America," said Alex Schmuck, Formula BMW USA series manager. "And, while we are still finalizing the rest of the season we are delighted that the first races will be at Lime Rock. BMW has written many chapters of its motorsports history there and I could not be happier that we will add to it in May."

Series championship prize monies total \$81,000 with \$20,000 going to the inaugural Formula BMW USA champion. Runner-up prizes are; 2nd-\$15,000, 3rd-\$12,000, 4th-\$10,000, 5th-\$8,000, 6th-\$6,000, 7th-\$4,000, 8th-\$3,000, 9th-\$2,000 and 10th-\$1,000.

A \$50,000 scholarship will also be awarded to the 2004 Formula BMW USA Series Champion that can be applied to a year of participation in the 2005 Formula BMW Germany Championship. At each event, \$5500 in per-race prize money will be awarded as follows: 1st- \$1000, 2nd-\$900, 3rd-\$800, 4th-\$700, 5th-\$600, 6th-\$500, 7th-\$400, 8th-\$300, 9th-\$200 and 10th-\$100.

A separate Rookie Cup for those in their first year of racing will be a championship within a championship and will be based on the same scoring system. Rookie Cup monies will be in addition to the regular championship winnings and total \$24,000. The inaugural Formula BMW USA Rookie Cup winner will receive \$8,000, 2nd-\$6,000, 3rd-\$4,000, 4th-\$3,000, 5th-\$2,000 and 6th-\$1,000. In addition, \$2100 in per-race Rookie Cup prize money will be awarded as follows: 1st-\$600, 2nd-\$500, 3rd-\$400, 4th-\$300, 5th-\$200 and 6th-\$100.

Each Formula BMW USA race weekend will include two rounds of the Championship and a separate qualifying session will determine the grid for each 30-minute standing-start contest. All rounds will count toward the overall championships and points will be awarded as follows: First-20, Second-15, Third-12, Fourth-10, Fifth-8, Sixth-6, Seventh-4, Eighth-3, Ninth-2 and Tenth-1.

### **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, 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:

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[www.press.bmwgroup.com](http://www.press.bmwgroup.com).

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