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| **For Release:** | IMMEDIATE |
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**BMW OF NORTH AMERICA ANNOUNCES JANUARY 2010 PRICE ADJUSTMENT**

**Woodcliff Lake, NJ – December 11, 2009…** BMW of North America, LLC today announced a minor base price increase of 0.4 percent for BMW vehicles sold in the U.S. effective January 1, 2010. Additionally, the Destination & Handling charge increases by $50 to $875 on the same date.

The BMW ActiveHybrid X6, BMW ActiveHybrid 7, and the BMW 550i Gran Turismo, which were recently introduced at the Los Angeles International Auto Show, are unaffected by the price adjustment but will be subject to the $50 increase in Destination & Handling, effective January 1, 2010. The ActiveHybrid X6 and the 550i Gran Turismo went on sale December 5, 2009. The 2011 BMW ActiveHybrid 7 will go on sale late in the second quarter of 2010.

## 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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 89 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

[www.bmwgroupusanews.com](http://www.bmwgroupusanews.com)

[www.press.bmw-motorsport.com](http://www.press.bmw-motorsport.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.bmwna.com](http://www.press.bmwna.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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