|  |  |
| --- | --- |
| **For Release:** | **IMMEDIATE** |
|  |  |
| **Contact:** | **Thomas Plucinsky**  BMW Product and Technology Communications Manager  Tel. 201-307-3783  [Thomas.Plucinsky@bmwna.com](mailto:Thomas.Plucinsky@bmwna.com)  **David J. Buchko**  Advanced Powertrain Communications  Motorsport & Heritage Communications  Tel. 201-307-3709  [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com)  **Matthew Russell**  BMW Product and Technology Communications  Tel. 201-307-3755  [Matthew.Russell@bmwna.com](mailto:Matthew.Russell@bmwna.com) |

**BMW Performance Carbon Fiber Aerodynamic Components for M3**

**Woodcliff Lake, NJ – June 28, 2010…** BMW of North America has announced three BMW Performance aerodynamic accessories for the M3 Coupe, Sedan, and Convertible. The new rear deck lid spoiler[[1]](#footnote-1), mirror caps, and front splitters are constructed of ultra-rigid carbon fiber reinforced plastic (CFRP) composite material, matching the standard CFRP roof panel of the M3 Coupe. Each component is shaped based on advanced research conducted in one of BMW’s Munich-based wind tunnels. This ensures compatibility with the overall aerodynamic “signature” of the M3, serving to reduce lift and minimize drag. Such characteristics are appropriate to enhance the vehicle’s high-speed stability while maintaining fuel efficiency.

Like the CFRP roof panels on the M3 Coupe and M6 Coupe, BMW Performance components made of carbon fiber have been climate and durability tested during development to ensure long-term quality. Each component is finished in a special clear coat laminate to reflect ultraviolet radiation. BMW Performance accessories feature a 2-year / unlimited mileage warranty. If installed before a customer takes delivery of a new M3, the BMW Performance accessories will share coverage of the 4-year / 50,000-mile New Vehicle Limited Warranty. The new BMW Performance aerodynamic accessories are going on sale this month at Authorized BMW Centers.

**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, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 97 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.

**The BMW Group**

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled euro 50.68 billion. At 31.December 2009, the BMW Group had a workforce of approximately 96,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group’s success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last five years.

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

[www.bmwgroupna.com](http://www.bmwgroupna.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.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

# # #

1. Rear deck lid spoiler not applicable to M3 Convertible. [↑](#footnote-ref-1)