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| **For Release:** | **IMMEDIATE** |
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**BMW Remains Committed to Maintenance Program**

**Like every BMW since the 2003 model year, all 2011 models include maintenance for 4 years or 50,000 miles with BMW Ultimate ServiceTM**

**Woodcliff Lake, NJ – August 13, 2010…** BMW remains steadfast in its commitment to including Maintenance on every new BMW sold or leased in the US. Beginning with the 2003 model year every new BMW includes maintenance for 4 years or 50,000 miles.

“Our customers tell us they find real value in the program, so our commitment to it has never wavered. As a customer, you are essentially responsible for fuel, tires and insurance. We take care of the rest.” said Jim O’Donnell, President and CEO of BMW of North America, LLC. “It has also been instrumental in helping us to build the most successful Certified Pre-Owned business in the US by ensuring that our dealers have a consistent source of high-quality pre-owned BMWs to offer.”

Thanks to BMW Ultimate Service, fully 98 percent of all new BMWs receive all warranty repairs and scheduled maintenance from an authorized BMW center during the program period. The consistent supply of high quality pre-owned vehicles has enabled BMW and its dealers to build BMW Certified Pre-Owned into the most successful program of its kind in the US. BMW Certified Pre-Owned sales reached a record 114,423 in 2009. The success of the program has continued into 2010. YTD CPO sales as of July were 98,795, a 5.9 percent increase over the same period last year.

BMW first included scheduled maintenance on the flagship V12-powered 750iL Sedan and 850Ci Coupe beginning with the 1993 model year. It expanded that coverage to Full Maintenance for the 1997 model year. Also that year, all other models were covered by a 3-year or 36,000 mile Scheduled Maintenance plan. For the 2000 model year, the scheduled maintenance plan was expanded to Full Maintenance including wear items such as brake pads, brake rotors and wiper blade inserts. From the 2003 model year onward the term was expanded to match the New Vehicle Limited Warranty period of 4 years or 50,000 miles.

A full history of BMW Maintenance Plans can be found at [www.bmwusanews.com](http://www.bmwusanews.com).

## 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, 99 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.

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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