

BMW

U.S. Press Information



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Tragic Death of BMW NA Vice President Jack Pitney

Woodcliff Lake, NJ – August 26, 2010... It is with great sadness that we inform you that Jack Pitney, BMW of North America Vice President of Marketing, was killed earlier today in a tragic accident while on vacation at his farm. We don't have many further details to share with you at this time but wanted you to have the information as quickly as possible. As we learn more details, we will keep you informed.

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.

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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. Additional information, images and video may be found at
www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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