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Media Update on the Death of Jack Pitney and Jim O'Donnell Statement

Woodcliff Lake, NJ – August 27, 2010... We have more information to share with you about the death of our dear friend and colleague, Jack Pitney. According to the sheriff's department in Greene County, NY, on Thursday afternoon (August 26) Jack was on his tractor at his farm in Durham. As he was trying to pull a tree stump from the ground, the tractor flipped with him still on board. The sheriff's department arrived at 12:40 PM and Jack was pronounced dead at the scene. An autopsy is being performed today. Funeral arrangements are still incomplete and we will send you that information as soon as it becomes available.

Thoughts from BMW of North America President Jim O'Donnell:

Our words are wholly inadequate at this moment. All of us who knew Jack are still in shock and only beginning to realize how deeply we feel his loss. He was not just a creative powerhouse but a genuinely nice man who was much loved by all of us. Our thoughts of course are with his wife, five children and other family members. He loved them tremendously and they were his first priority. They are in our prayers.

The outpouring of messages from Jack's many friends and media colleagues has touched us all and we are moved by the depth of feeling that is being expressed.

Jack had been in the office earlier this week and I know how excited he was looking forward to his new role heading BMW Group's Eastern Region here in the U.S. Jack

brought excitement and electricity to his work. And yes, he inspired those around him because of his infectious enthusiasm for BMW and his never-failing good humor. He leaves a great legacy here at BMW Group. His years in Communications prepared him for his groundbreaking role launching MINI with a style we had never seen before. As head of BMW Marketing, Jack personified the brand and the values that motivate us in this company. Being a true creative soul, Jack couldn't wait for the next challenge and I personally was looking forward to seeing the innovations he would bring to his new role in Sales. All of us at BMW Group are in mourning over his loss. Our headquarters here in Woodcliff Lake is a very quiet place today as we all reflect on the loss of this good and wonderful man.

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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