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**BMW 5 Series Receives Five Stars in New More Stringent Crash Test**

**First results of new NCAP tests announced by National Highway Traffic Safety Administration**

**Woodcliff Lake, NJ - October 5, 2010 …** The all-new BMW 5 Series was one of only two vehicles to receive an overall five-star rating in the first crash tests conducted by the National Highway Traffic Safety Administration under the new, more stringent New Car Assessment Program (NCAP).

New criteria for the NCAP rating system include: more stringent side-impact tests, use of crash-test dummies of varying size (now also simulating a small adult female as well as a medium-size adult male), collection of more data, introduction of a single overall rating score and the highlighting of high-tech crash avoidance systems like electronic stability control, lane departure warning and forward collision warning.

“The performance of the new 5 Series in these tough new tests reflects BMW’s long-held belief in a holistic approach to vehicle safety that places equal emphasis on active and passive safety,” said Jim O’Donnell, President of BMW of North America. “That’s why we were the first to introduce the Head Protection System in 1997 and why we made Dynamic Stability Control, our electronic stability control system, standard on every BMW sold in the US beginning with the 2000 model year.”

The all-new 2011 BMW 5 Series is available with Lane Departure Warning, Blind Spot Detection, and Active Cruise Control with a Stop & Go feature. It is also available with Night Vision with Pedestrian Detection, a BMW first.

Every 2011 BMW 5 Series is equipped with BMW Assist which includes an enhanced Automatic Collision Notification system. This system, developed jointly with the William Lehman Trauma Center, not only contacts the emergency call center automatically in the event of a collision, but will also transmit data that will alert emergency responders to the probability of severe injury in order to help them better prepare.

Another important safety feature for drivers in colder climates is the availability of BMW’s xDrive all-wheel drive, which is now available for the 535i and 550i Sedans as well as the 535i and 550i Gran Turismo.

**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 and X3 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, 100 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)

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