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| **For Release:** | **IMMEDIATE** |
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**BMW 335d Sedan Voted “Diesel Car of the Year”**

**Honor bestowed by readers of “The Diesel Driver”**

## New York, NY – Friday, April 22, 2011… At the New York International Auto Show, it was announced that the 2011 BMW 335d was voted the “Diesel Car of the Year” by readers of “The Diesel Driver”.

## “The 335d truly is changing the way Americans feel about diesel,” said Paul Ferraiolo, Manager – Product Planning and Strategy. “Fans of ‘The Diesel Driver’ share our passion for the great performance and efficiency of our BMW Advanced Diesels. They are the embodiment of BMW EfficientDynamics.”

## The BMW 335d received 29.6 percent of the votes cast by readers of The Diesel Driver from 43 countries.  83% of the votes came from readers in the United States. Each year, the Diesel Driver’s readers select the Diesel Car of the Year and recognize the top three diesel automobiles offered in the U.S.  For the 2011 Diesel Car of the Year, readers chose among 12 passenger vehicles and SUVs.  Criteria ranged from fuel economy and greenhouse gas emissions to performance, handling, styling, comfort, and the overall package.

## The sales momentum for the BMW 335d continues. In the first quarter of 2011, sales were up 34 percent over the same period last year. This comes after the 335d posted an impressive gain of 130 percent for calendar year 2010 when compared to 2009.

## 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 and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 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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**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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