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| **For Release:** | **IMMEDIATE** |
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**BMW Takes Two Prizes in 2011 Kelley Blue Book Brand Image Awards**

**BMW Voted “Coolest Brand” and “Best Performance Brand”**

## New York, NY – Friday, April 22, 2011… At the New York International Auto Show, BMW was presented with both the “Coolest Brand” and “Best Performance Brand” awards in Kelley Blue Book’s 2011 Brand Image Awards.

## “What could be cooler than The Ultimate Driving Machine,” said Jim O’Donnell, President and CEO of BMW of North America. “We are redefining performance by offering the best performing electric, diesel and hybrid vehicles in America, in addition to our gasoline-powered cars, like the Z4 Roadster with the new TwinPower Turbo four-cylinder engine. Who but BMW would introduce both a full-electric and an M version of the 1 Series Coupe in the same year that it’s introducing a new 6 Series Coupe and Convertible.”

“Anyone who’s driven a BMW will understand why the team from Munich won best Performance Brand for 2011,” wrote the editors of Kelley Blue Book. “With powerful yet increasingly efficient engines, legendary ride and handling, and aggressive looks to match, BMW’s vehicles are the yardstick by which innumerable carmakers measure their products.”

“Defining ‘cool’ is tricky business, but BMW certainly has most of the boxes checked,” noted the editors of Kelley Blue Book. “Effortless performance? Avant-garde styling? A heritage worth remembering? Check, check and check. For some, cool is synonymous with desirable. If resale value and sales figures are any indication, BMW has that box checked, too.”

## 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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