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**BMW Group Financial Services Earns 1st Place Tie in Prime Retail Credit Segment of Dealer Financing Satisfaction Awards**

2011 Award Recognition Marks BMW Financial Services as North American Captive Finance Leader in J.D. Power Acknowledgement -- Highlights Twenty-two Top Consumer and Dealer Financing Awards Received Since 1997 and 8 Consecutive Years of Recognition for Dealer Financing Satisfaction

**Woodcliff Lake, NJ – July 29, 2011 –** BMW Group Financial Services continues its notable record as having earned more J.D. Power Dealer Financing Satisfaction Awards than any other captive finance organization in North America, with its 2011 recognition within the Prime Retail Credit category. Tying for first place in the segment, this year’s award marks the Group’s 22nd consumer and dealer financing award, and the eighth consecutive year of being recognized for dealer financing satisfaction.

“We are proud to consistently find recognition within this coveted award program,” said Ed Robinson, President and Chief Executive Officer for BMW Group Financial Services. “As a captive finance group, our goal is always to exceed the expectations of our dealers and continued acknowledgement by JD Power only enhances our credibility with our dealers, as well as customers. We are extremely proud of our Associates who also service Canada and Mexico from our Regional Services Center in Hilliard, Ohio and earn this recognition with their daily commitment.”

Robinson noted that despite industry turmoil over the past several years, dealer satisfaction continues to grow. “We are making great strides through the use of innovation and mobile technology that delivers world-class service for our dealers, and thus, our mutual clientele.”

**About BMW Group Financial Services**

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing efforts of BMW of North America. Since then, the group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit.

BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than $34 billion in serviced assets and 1,000,000 automotive lending customers across the U.S., Canada and Mexico, BMW Group Financial Services finances almost three-quarters of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 800 people, including consultants and temporary workers, most of whom are located in the Hilliard, Ohio Regional Service Center which serves the U.S., Canada and Mexico.

In 2001, the MINI Financial Services division was established to provide support for the brand’s dealer and customer networks by offering various financing and leasing options. Alphera Financial Services was established in 2006 to provide financial services to dealers who are not part of the BMW and MINI networks.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly-owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer, is also part of BMW Group Financial Services.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](file:///%5C%5Cwww.bmwgroupna.com)
[www.bmwusa.com](file:///%5C%5Cwww.bmwusa.com)
[www.bmwmotorradusa.com](file:///%5C%5Cwww.bmwmotorradusa.com)
[www.miniusa.com](file:///%5C%5Cwww.miniusa.com)
[www.rolls-roycemotorcars.com](file:///%5C%5Cwww.rolls-roycemotorcars.com)

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