|  |  |
| --- | --- |
| **For Release:** | IMMEDIATE  |
|  |  |
| **Contact:** | Tom Stepanchak General Manager, Marketing BMW Group Financial Services (201) 307- 4124 Tom.Stepanchak@bmwfs.com OrDeb Pollack for BMW Group Financial Services(805) 320-9248 dpollack1@earthlink.net  |
|  |  |

**BMW Financial Services Expands Web Access through All Leading Smartphone Platforms**

Captive Finance Customers of BMW Financial Services Gain Ability to Make Payments and View Account Balances Utilizing Mobile Devices with Web Access/Browsers

**Woodcliff Lake, NJ – September 20, 2011 –** With the proliferation of mobile technology, BMW Financial Services now provides account functionality via smartphones. Customers now have the ability to make payments and monitor their account status from their phones. BMW Financial Services provides a web-based solution for customers to access common account requests, which functions on all leading smartphone platforms.

The new BMW Financial Services Mobile Website is web-based and requires no installation. The mobile website runs in a browser, whereas typical applications need to be downloaded and installed to run on a mobile device. After a secure log-in from a smartphone, customers have access to:

* Make a payment
* Obtain a payoff quote
* View recent activity
* View payment history

“Quite simply, we’re focused on access and mobility,” said Steve Swecker, general manager of sales operations for BMW Group Financial Services. “In today’s complex marketplace, we’ve made it simple and easy for BMW Financial Services customers to get up-to-date information on their accounts at any time through a mobile environment. This increased flexibility provides additional peace of mind for customers knowing that account access is now available from their phones, 24/7.”

Swecker noted the BMW Financial Services mobile website runs on multiple platforms including iPhone, Android and Blackberry. No installation is required.

In order to utilize the BMW Financial Services Mobile Website, customers must first register at My BMW via the bmwusa.com website. To register for a new account, please go to bmwusa.com/mybmw on a personal computer. After registering, visit m.fs.bmwusa.com from a smartphone for access on the go.

**About BMW Group Financial Services**

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. 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](http://www.bmwgroupna.com)

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorradusa.com](http://www.bmwmotorradusa.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

**# # #**