

BMW Manufacturing Co., LLC

Press Information

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BMW Manufacturing's 2011 Export Value Surges Past \$7 Billion.

Becomes Largest U.S. Automotive Exporter to the World.

Spartanburg, S.C. – March 1, 2012...BMW Manufacturing Co. announced today that the export value of its passenger vehicles through the Port of Charleston in 2011 totaled \$7.4 Billion, confirming the company's South Carolina facility as the leading U.S. automotive exporter. According to data from the U.S. Department of Commerce, this accomplishment represents a 68% increase over BMW's 2010 value. In 2011, over 192,000 vehicles were exported from its South Carolina plant.

Mr. Josef Kerscher, President of BMW Manufacturing, stated that "since the plant's production grew 73% in 2011, the plant's year-end export value proves the company's significant contribution to the U.S. balance of trade and strengthens its position as the leading provider of premium vehicles."

The company currently produces more than 1,000 vehicles each day and is the exclusive exporter of passenger vehicles through the Port of Charleston to more than 130 global markets. In January, the plant announced that its volume would increase to 300,000 for 2012 and they would hire 300 new jobs. By the end of 2014, the South Carolina facility will add a new model, the BMW X4, and increase capacity to 350,000 units.

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Governor Nikki Haley applauded the economic success, saying “BMW continues to offer an economic boost for our State and the region. Today’s announcement is proof that the U.S. automotive industry is thriving in South Carolina.”

“BMW vehicles manufactured in South Carolina continue to be a major contributor to the Port of Charleston’s overall success,” added Jim Newsome, President & CEO of the South Carolina Ports Authority. “Consistently strong global sales have driven BMW’s volume growth at the port, and we’ve completed significant improvements to Columbus Street Terminal in anticipation of the ever-rising demand for their product.”

“This is an exciting achievement, not only for BMW, but for South Carolina as a whole. It’s been a great journey to witness the revitalization of the manufacturing sector in our State,” said Bobby Hitt, South Carolina Secretary of Commerce.

The plant originally began vehicle production in 1994. In the last 17 years, BMW has produced over two million vehicles and, today, exports about 70% of the BMW X3 and X5 Sports Activity Vehicles as well as the X6 Sports Activity Coupe. In 2010, the plant’s export value was \$4.4 Billion.

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BMW Manufacturing Co., LLC is a subsidiary of BMW AG in Munich, Germany and is the global producer of the BMW X3 and X5 Sports Activity Vehicles and X6 Sports Activity Coupe. In addition to the South Carolina manufacturing facility, BMW Group North American subsidiaries include sales, marketing and financial services operations in the United States, Canada and throughout Latin America; and a design firm and technology office in California. For more information on BMW Manufacturing, visit www.bmwusfactory.com.

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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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 111 MINI passenger car dealers, and 32 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.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

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