

# BMW Group

## U.S. Press Information

### Fact Sheet: **BMW Team USA Sponsorship: Partnership Overview**

#### **BMW Team USA Sponsorship**

BMW Group (including BMW, MINI and BMW Motorrad) is the Official Mobility Partner of the United States Olympic Committee (USOC) and the U.S. Olympic and Paralympic Teams through 2016. BMW Group is also the Official Mobility Partner of four National Governing Bodies (NGBs) – USA Swimming, USA Track & Field, USA Bobsled & Skeleton, and US Speedskating.

BMW Group has developed programs to support Team USA financially and through exclusive athlete performance technology available at the U.S. Olympic Training Centers in Chula Vista, Calif. and Colorado Springs, Colo.

#### **BMW Technology Transfer with Team USA**

As part of its commitment to Team USA, BMW is applying its resources and technologies to advance the training and performance goals of Team USA athletes and hopefuls.

BMW has completed two technology transfer projects: a velocity measurement system for long jumpers and a motion tracking system for swimmers. The first, created in collaboration with sports scientists at the USOC and USA Track & Field, captures an athlete in motion and automatically calculates and delivers in real-time various performance metrics. The second, created in collaboration with the high performance team at USA Swimming, analyzes a swimmer's dolphin kick within the allowed 15 meters of underwater swimming and provide quantitative performance data to coaches.

The advanced stereo-vision technology, robot perception and machine vision software algorithms utilized in these projects are not unlike those currently being tested in BMW's research vehicles to improve automotive active safety systems, such as object and pedestrian detection.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
bmwgroupna.com

#### **Contacts:**

**Stacy Morris**  
Corporate Communications Manager, Marketing & Culture  
BMW of North America, LLC  
(201) 370.5134/stacy.morris@bmwna.com

**Dianna Kraus**  
Fleishman-Hillard  
(415) 318.4182/dianna.kraus@fleishman.com

**Journalist note:** Information and visual assets about BMW Group, its U.S. Olympic partnership and its products in the US are available to journalists online at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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