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**BMW of North America Names The Winner of Their “0 to Desir3 in 5.9 Seconds” Contest**

**The Winner Picked Up His All-New 2012 BMW 3 Series Sedan at BMW of Riverside (CA)**

**Woodcliff Lake, NJ – June 12, 2012**… Earl Duque of Los Angeles, CA, drove off in a brand new 2012 BMW 3 Series Sedan last week as the winner of the automaker’s “0 to Desir3 in 5.9 Seconds” contest. The contest asked participants to submit a video running approximately 5.9 seconds – a reference to the time it takes the vehicle to go from 0–60 mph – showing how much they “desire” a new BMW 3 Series Sedan.

Duque’s winning video, “Test Drive Nostalgia,” features him and a friend sitting behind the wheel of a car, wistfully daydreaming about the sensation of test driving a BMW 3 Series Sedan. Utilizing green screen technology, Duque seamlessly integrates this scene into a pre-existing BMW 3 Series spot, resulting in a humorous new video. It can be seen on [facebook.com/bmwusa](http://awe.sm/5feQ5) and [youtube.com/bmwusa](http://awe.sm/5feQ4). He will now be able to relive the excitement of driving the new BMW 3 Series Sedan on a daily basis.

“It takes an amazing amount of creativity to put together a story and express one's self in less than 6 seconds," said Trudy Hardy, Manager, BMW Marketing Communications and Consumer Events. "Duque's passion and enthusiasm for our brand was clearly recognized by his peers who actively took to Facebook and YouTube to cast their votes in his favor.”

More than 2,000 videos were initially submitted for consideration in the contests. A panel of judges including U.S. Olympic swimmer and eleven-time Olympic medalist Natalie Coughlin, world champion professional baseball player Mark Teixeira, and filmmaker Kurt Miller chose 30 of the best entries based on creativity, innovation and uniqueness. From March 27th until April 9th, the videos were open to public voting, ending with Duque’s decisive win.

The contest was a part of a multifaceted creative campaign developed by KBS+ and designed to support of the launch of the all-new BMW 3 Series Sedan, which debuted at the North American International Auto Show in Detroit in January.

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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, 113 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](http://www.bmwgroupna.com).

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