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| **For Release:** | **Immediate** |
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| **Contact:** | Matt Russell  BMW Product & Technology Communications Manager  (201) 307-3783/ [matthew.russell@bmwna.com](mailto:matthew.russell@bmwna.com)  David J. Buchko  BMW Advanced Powertrain & Heritage Communications  (201) 307-3709/ [dave.buchko@bmwna.com](mailto:dave.buchko@bmwna.com)  Monty Roberts  BMW Product & Technology Communications  (201) 307-3755 / [monty.roberts@bmwna.com](mailto:monty.roberts@bmwna.com) | |
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**BMW Group Joins USC Center for Body Computing**

**BMW Group Technology Office USA to lead company’s effort in partnership**

**Mountain View, CA – October 17, 2012 …** The BMW Group announced that it will join the University of Southern California Center for Body Computing (CBC). The BMW Group will be working with the CBC, along with the USC School of Cinematic Arts, to integrate biometric data, such as heart rate and blood pressure, to enhance, entertain and inform the driving experience. BMW’s participation in the partnership will be led by the BMW Group Technology Office USA, based in the heart of Silicon Valley.

“We are very proud to be the first and, to date, the only automobile manufacturer in this broadly diverse partnership. The BMW Group has been studying the science of ergonomics for a long time and has done a lot of work in the field of Human Machine Interface, making this partnership a very natural fit,” said Dr. Dirk Rossberg, Head of the BMW Group Technology Office USA. “Based on their work in the field we expect to learn a lot from our partnership with CBC. We look forward to contributing a lot as well.”

“BMW is a premier brand and has some of the most sophisticated sensors in the automobile industry,” said Leslie A. Saxon, MD, the executive director of the USC Center for Body Computing. “There is a reason BMW is called the ultimate driving machine. BMW understands its customers and they innovate around performance. The USC CBC, in partnership with the USC School of Cinematic Arts, is excited to work with BMW to test and create the world’s most advanced monitoring tools.”

**About the USC Center for Body Computing**

The University of Southern California Center for Body Computing is an independent health innovation center.  Headquartered at the USC Keck School of Medicine, the CBC is an interdisciplinary brain trust that works with other USC Schools, including the USC Marshall School of Business, the Viterbi School of Engineering, the School of Cinematic Arts, USC Athletics, and other innovators to study, accelerate, and create digital health solutions.  The CBC creatively synthesizes business, engineering, entertainment arts and medicine into new paradigms that will enhance the quality of life, especially for the 2 billion people worldwide who lack access to healthcare. Please visit: [www.uscbodycomputing.org](http://www.uscbodycomputing.org)

## 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 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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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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