

BMW Group

U.S. Press Information

For Release: IMMEDIATE

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BMW i8 Roadster Wins North American Concept Car of the Year Award for Best Production Preview Vehicle.

Woodcliff Lake, NJ – July 2, 2013... The BMW i8 Roadster won the North American Concept Car of the year Award in 2012 and it has been crowned again this year, now as the Best Production Preview Vehicle. The Production Preview category recognizes those vehicles based on a model that has already been announced or planned for production.

The awards are given to the best Production Preview Vehicle, Concept Car, Concept Truck/SUV, Specialty Concept, and Most Significant Concept Vehicle of each auto show season. To be eligible for the awards, a concept vehicle must make its North American debut during the current model year's auto show season.

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More than two dozen Professional Automotive Journalists from throughout North America serve as volunteer jurors for all categories of the awards. By extending the review to the whole package – design, style, materials, technology, market viability and market responsiveness – and concentrating the focus on the market that the jurors know best, the North American Concept Vehicle of the Year Awards provide truly valuable feedback to help shape the future of the automotive industry.

Detailed information for the BMW i8 Roadster is available in this link:

<http://www.bmwusanews.com/newsrelease.do?id=1413&mid=299>

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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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 34 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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