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| **For Release:** | August 15, 2013 |
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| **Contact:** | Stacy MorrisCorporate Communications Manager – Marketing & CultureBMW of North AmericaPhone: +1-201-594-3360Stacy.Morris@bmwna.com BMW launches Individual Consultation Program with BMW Group DesignworksUSA. New program allows clients to customize their vehicle with BMW designers to express their individual character.  |
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**Woodcliff Lake, NJ / Carmel, CA – August 15, 2013 . . .** BMW announced today the BMW Individual DesignworksUSA Consultation Program, a new program where clients work directly with a BMW Group DesignworksUSA designer to commission their very own BMW. This unique designer consultation program is the first of its kind in the U.S.

Particularly discerning customers can now work together with a BMW Group DesignworksUSA designer for suggestions and advice on color and trim creation.

The new program officially launches at the Pebble Beach Concours d’Elegance event in California where clients visiting the BMW Villa will have the opportunity to meet with lead designer Sandy McGill for consultation on a unique BMW design. She will review with them the extraordinary options in leather, interior trim and paintwork.

McGill is based at BMW Group DesignworksUSA in California and has more than 20 years of experience in the field of design.

“At DesignworksUSA, we have a deep understanding of colors and materials because we travel the world studying design trends for BMW Group vehicles as well as for our outside clients,” said Sandy McGill; Lead Color, Material and Finish Designer; BMW Group DesignworksUSA. “Just as people have interior designers for their homes and tailors for their clothes, we are the personal designers for their vehicles. We help clients express their personal identity through their vehicle.”

Clients who cannot attend the event at Pebble Beach can meet Sandy McGill and the BMW design team at BMW Group DesignworksUSA studio in Southern California or via phone for consultation. During the consultation sessions, clients are provided with image concepts as well as color, leather and trim samples they can touch and feel.

In order to take advantage of this unique and exclusive program, clients can contact BMW Group DesignworksUSA or their BMW Center.

The BMW Individual program is available on the 5 Series Sedan, 6 Series, 7 Series and the X6 as well as the M versions of these models. It allows clients to choose from packages or a-la-carte by offering a wide variety of brilliant paint finishes, high quality leathers, sophisticated trims, headliners and equipment to choose from. Every detail is the result of top-class workmanship to make choices truly unique.

BMW Group DesignworksUSA represents the perfect platform for creating a customized BMW Individual vehicle as it provides access to professional designers that work hand-in-hand with clients throughout the commissioning processes.

**BMW Group DesignworksUSA**

BMW Group DesignworksUSA is a creative consultancy that’s been driving innovation for forty years.  Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

For further information on BMW Group DesignworksUSA and to contact, please visit [www.designworksusa.com](http://www.designworksusa.com)

**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](http://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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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