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**BMW GROUP FINANCIALSERVICES TAKES CUSTOMER LOYALTY ‘BEYOND THE DRIVE™’**

**Retention Campaign Aligns Value with Peace of Mind**

WOODCLIFF LAKE, NJ – October 7, 2013 – While buying or leasing a new vehicle often goes hand-in-hand with financing options that complete the deal, BMW Group Financial Services has launched a customer retention campaign extending its relationship with the customer throughout the entire ownership period. The new loyalty campaign, entitled Beyond the Drive™, captures the company’s commitment to excellence and premium services, while providing a complete customer experience long after the sale is complete.

“It’s all about peace of mind,” said Ed Robinson, Chief Executive Officer of BMW Group Financial Services. “Our goal is to not only provide our finance customers a better experience, but to offer more products of value through a seamless campaign that captures the long lasting reputation of the BMW brand.”

According to Robinson, Beyond the Drive is a ‘loyalization’ campaign, articulating the holistically premium experience BMW Financial Services offers at every touch point and milestone of the ownership experience. “Every product we deliver ranging from Financing Programs and Insurance Protection Products to the BMW Family of credit cards, brings not only an intrinsic value to the consumer, but affords the credibility and satisfaction of the BMW brand name.” Amidst a portfolio of more than 1.1 million customers, BMW Group Financial Services offers a wide array of “branded” products, but the company has yet to embrace these clients under a single marketing umbrella. Robinson noted that this is the first time a coordinated effort has been tied to a customer program that includes an advertising element fostering loyalty in general, rather than the industry tendency towards a specific program.

Beyond the Drive was created as an integrated platform to enhance the channels of communication between BMW Financial Services, dealers and customers. The tangible and intangible value of the customer experience resonates in each campaign execution, carefully crafted to capture highlights of the world class service distinctly offered by BMW Financial Services, who has been recognized by independent third parties for our continuous commitment to excellence. Earlier this year we were awarded “Highest in Dealer Satisfaction with Retail Leasing” by J.D. Power. 2013 hallmarks ten years of acknowledged premium service. All new customer-facing touch points are tactically tied to ongoing retention initiatives and demonstrate the company’s unwavering delivery of an exceptional value experience that goes Beyond the Drive.

Campaign themes illustrate the multifaceted lifecycle of a BMW Financial Services customer, pairing the excitement of experiencing new vehicles with the assurance of consistently excellent, suitably premium service at each stage.  Elements of the communication plan feature signature visuals and content under our new Beyond the Drive tag line, engineered to identify and highlight BMW Financial Services across market channels.  The campaign launched in summer, 2013 to customers, retailers, partners and BMW Group Financial Services associates through an array of print, digital and media-rich formats, intended to create a cohesive and striking presence.

As a means of providing ongoing and up-to-date digital messaging for consumers, a microsite has been created within the overall BMW website. Specific loyalty offers are available on the microsite at [www.bmwusa.com/loyaltyoffers](http://www.bmwusa.com/loyaltyoffers)

**About BMW Group Financial Services**

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit.

BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than $34 billion in serviced assets and 1,000,000 automotive lending customers across the U.S., Canada and Mexico, BMW Group Financial Services finances almost three-quarters of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 800 people, including consultants and temporary workers, most of whom are located in the Hilliard, Ohio, Regional Service Center, which serves the U.S., Canada and Mexico.

In 2001, the MINI Financial Services division was established to provide support for the brand’s dealers and its customers by offering financing and leasing options and branded financial services products. Alphera Financial Services was established in 2006 to provide financial services to multi-brand dealers.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly-owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer, is also part of BMW Group Financial Services.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

[www.bmwusa.com](http://www.bmwusa.com)

[www.bmwmotorradusa.com](http://www.bmwmotorradusa.com)

[www.miniusa.com](http://www.miniusa.com)

[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

BMW Financial Services received the highest numerical score among retail leasing providers in the proprietary J.D. Power 2013 Dealer Financing Satisfaction StudySM. Study based on 3,962 total responses measuring 14 retail leasing providers and measures opinions of dealer principals with their finance provider.  Proprietary study results are based on experiences and perceptions of dealers surveyed March - May 2013. Your experiences may vary.  Visit jdpower.com.

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