

# BMW Group

## U.S. Press Information

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**Contact:** Stacy Morris  
Marketing Communications Manager  
BMW of North America, LLC  
(201) 370-5134/ [stacy.morris@bmwna.com](mailto:stacy.morris@bmwna.com)

### **BMW Unveils ‘BMW Performance Team’ for Sochi 2014 Olympic and Paralympic Winter Games**

Official Mobility Partner of Team USA Continues Refining New Two-Man Bobsled

**Woodcliff Lake, New Jersey – October 29, 2013...** BMW of North America, the Official Mobility Partner of the United States Olympic Committee (USOC), today unveiled its BMW Performance Team for the Sochi 2014 Olympic and Paralympic Winter Games. This elite group of U.S. Olympic and Paralympic athletes and hopefuls will receive financial support as well as access to BMW resources and technologies as they strive for the opportunity to be the world’s greatest.

Members of the BMW Performance Team include two-time World Champion Steve Langton (bobsled), 2010 Olympic bronze medalist Elana Meyers (bobsled), two-time Olympic gold medalist Alana Nichols (Paralympic alpine skiing), three-time World Sprint Champion Heather Richardson (speedskating), eight-time World Cup gold medalist Evan Strong (Paralympic snowboarding) and 2010 Olympic gold medalist Curt Tomasevich (bobsled).

“We now have relationships with athletes who perform on land, water, snow and ice and the one thing that remains consistent across each of them is their inspiring commitment to performance,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “Their passion for sport is what drives us to find new ways to support their journey to gold. We’re proud to be among their supporters.”

In addition to its financial support of Team USA, BMW is also applying its engineering and design expertise to the development of a new two-man bobsled for use by Team USA in the Sochi 2014 Olympic Winter Games. Working closely with USA Bobsled & Skeleton Federation (USBSF) for more than two years, BMW is aiming to help Team USA chase its first Olympic gold medal in the event since 1936.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

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

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BMW completely reconstructed the bobsled system from the ground up, working to minimize the turbulence associated with the speed and force of driving an Olympic bobsled. BMW engineers will continue to work closely with USBSF, coaches and athletes to optimize and refine the bobsled in the lead up to the Sochi 2014 Olympic Winter Games.

To learn more about BMW's partnership with the USOC and its four national governing body partners – USBSF, US Speedskating, USA Swimming and USA Track & Field – visit [www.bmwusa.com/teamusa](http://www.bmwusa.com/teamusa) and [www.bmwusanews.com](http://www.bmwusanews.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.

### **About the USOC**

The United States Olympic Committee (USOC) is recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games. For more information, please visit [www.teamusa.org](http://www.teamusa.org).

**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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