



For Release: Immediate

Contact: Matt Russell

BMW Product and Technology Communications Manager
201-307-3783 / Matthew.Russell@bmwna.com

David J. Buchko

Advanced Powertrain and Heritage Communications
201-307-3709 / Dave.Buchko@bmwna.com

Julian Arguelles

BMW Product and Technology Communications
201-307-3755 / Julian.JA.Arguelles@bmwna.com

BMW 328i wins Cars.com Lifestyle Award for the 2014 Luxury Car of the Year

The BMW 328i continues the success story of the BMW 3 Series, started more than 35 years ago when it was first launched.

Woodcliff Lake, N.J. – January 15, 2014 ... The 2014 BMW 328i has been selected as the winner of the Cars.Com Lifestyle Award as the Luxury Car of the Year. The BMW 328i is the perfect blend of luxury, sport and prestige. Cars.com tested it against the industry's best luxury sport sedans in 2013 and it came out on top, beating its competitors.

According to Cars.com "It does everything well. It has strong acceleration from the turbocharged 2.0-liter four-cylinder engine; has progressive, fade-free brakes; and sharp, nimble handling. It's quick: zero to 60 mph in just 6.5 seconds. It's frugal: Observed gas mileage in our testing rang in at 28.1 mpg combined city/highway. The list of equipment, both standard and optional, is quite complete".

The award was received by Paul Ferraiolo, BMW Product Planning and Strategy Manager. Paul expressed his gratitude to Cars.com for recognizing the passion that everybody at BMW and its dealers share for the Ultimate Driving Machine.

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

#

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.

#