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For Immediate Release

BMW GROUP OPENS NEW REGIONAL PARTS DISTRIBUTION CENTER IN LANCASTER, TEXAS.

Lancaster, TX – January 27, 2014...BMW Group today celebrated the official opening of its newest Regional Parts Distribution Center (RDC) in Lancaster, TX. The fully-secured, LEED Silver certified, state-of-the art RDC will serve the Southern Region of the dealer network and will supply everything BMW dealers need to service their customers. Ludwig Willisch, President and CEO, BMW of North America, and Craig Westbrook, Vice President – Aftersales, BMW of North America, spoke at the opening.

“Texans continue to show us every year how much they love BMW automobiles and today we can show how much we love Texas,” said Ludwig Willisch, President and CEO, BMW of North America. “You should know that BMW roots in the U.S. are long and deep. We established our corporate presence here almost 40 years ago. And this year, 2014, we are celebrating 20 years of producing BMW’s in the U.S.A. BMW directly supports and sustains more than 70,000 jobs in the U.S. and we have just added to that number today with the opening of this new parts distribution center in Texas.”

The RDC totals 282,000 square feet with expansion capabilities to 370,000 square feet. It is the latest demonstration of BMW’s continued dedication to its customers and dealer network in the U.S. and the company’s recognition of the economic importance of the Dallas/Ft. Worth Metroplex and the entire Southern Region to BMW’s success.

“At BMW, we like to not only exceed industry standards, but to redefine them,” said Craig Westbrook, Vice President – Aftersales, BMW of North America. “Overnighting parts to dealerships has long been the industry norm, but with the opening of this RDC in Lancaster, we will provide same day parts delivery to our dealers in Dallas, Fort Worth, Houston, San Antonio and Austin.”

Built by Prologis, the new Center is located at Prologis Park 20/35. The Regional Distribution Center will store and distribute BMW parts to dealerships in Louisiana, Mississippi, Arkansas, Oklahoma and Texas. Combined with the five other Regional Distribution Centers, BMW has more than 80,000 unique part numbers across two million square feet of storage space, with more than 400 associates solely dedicated to processing dealer orders daily for the US market.

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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.

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