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BMW Debuts Television Commercial for the BMW 3 Series featuring Actress Brooklyn Decker.

“Opportunity Knocks” Premieres as Part of BMW’s Regional Dealer Advertising Buy during NBC’s Broadcast of Sochi 2014.

Woodcliff Lake, NJ – February 10, 2014... BMW of North America will debut an all-new television commercial today featuring the BMW 3 Series and actress Brooklyn Decker. The ad is part of BMW’s regional advertising buy during NBC’s broadcast of Sochi 2014. In addition to purchasing national advertising within NBC’s broadcast of Sochi 2014, BMW has purchased regional NBC advertising in the top 17 markets, up from 11 markets during London 2012 Olympic Games.

“[Opportunity Knocks](#),” starring actress Brooklyn Decker, features the BMW 3 Series, the quintessential Ultimate Driving Machine that invented the Sports Sedan segment. The BMW 3 Series has been named on Car and Driver’s acclaimed 10Best List for 23 years in a row. This spot tells the story of a man who has previously let opportunity pass him by. Among other missed opportunities shown in a flash-back sequence, we see him break up with his nerdy high-school girlfriend, who in present-day, turns out to be Brooklyn Decker. When it comes to purchasing the BMW 3 Series, he is not going to let opportunity pass him by again.

“I was drawn to this BMW ad because of the humor. I was determined to play myself as a nerdy teenager – down to the braces and not so trendy clothes – just like I was in high school,” said actress Brooklyn Decker. “I loved being able to put some of my personality into the ad and I’m thrilled to have been a part of this project with BMW.”

In addition to BMW’s regional dealer advertising buy, BMW’s national media buy during NBC’s broadcast of the Sochi 2014 Olympic Winter Games features new television and digital spots for the revolutionary BMW i brand, the all-new BMW X5 Sports Activity Vehicle, and the first-ever BMW 2 Series. BMW i digital shorts are available at NBOlympics.com during the Games.

“‘Opportunity Knocks’ is a playful example of BMW’s focus on story driven creative,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “Unlike the young man in the commercial who broke up with Brooklyn Decker, we want consumers to make the right choice the first time, especially when selecting their next vehicle.”

Kirshenbaum Bond Senecal + Partners is responsible for BMW of North America television and digital advertising along with social media activations, UM is responsible for media buying. “Opportunity Knocks” is directed by David Shane and produced by O Positive.

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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 35 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.

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.bmwusnews.com and www.press.bmwna.com.

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