

**FROM:** BMW of North America

**CONTACTS:** Kenn Sparks: 201-307-4467; [kenn.sparks@bmwna.com](mailto:kenn.sparks@bmwna.com) (BMW)  
Ying Wu: 212-843-9369; [ywu@rubenstein.com](mailto:ywu@rubenstein.com) (Rubenstein Communications)

---

Request for Coverage

## BMW Group expands its Commitment in the USA



**WHAT:** You are invited to join BMW Group for a significant economic and product announcement at its U.S. plant in Spartanburg, South Carolina on **Friday, March 28<sup>th</sup> at 1 PM** (Eastern time).

**WHO:** Speaking will be:

- BMW Group Chairman Dr. Norbert Reithofer
- U.S. Secretary of Commerce Penny Pritzker
- South Carolina Governor Nikki Haley
- BMW Group Board Member Harald Krueger - head of the global production network
- Manfred Erlacher - President, BMW Manufacturing.

**NOTE:** The event will also be streamed live on the internet beginning at 1 PM (Eastern) on the 28th; the link will be sent separately closer to the event.

**WHERE:** BMW Manufacturing Co. (Plant Spartanburg)  
1400 Highway 101 South  
Greer, South Carolina 29651

**NOTE:** The event will take place in the North Assembly Hall where the X3 and X4 are assembled. Follow the signs on Highway 101 to the Assembly North entrance and parking. Please arrive no later than 12:30 PM.

**PRESS RELEASE INFORMATION:** An embargoed – release time 1 PM Eastern - detailed press release with photos will be emailed to those attending and posted on Press Club at 9 AM (Eastern) on the morning of the 28<sup>th</sup>.

**INTERVIEW AVAILABILITIES:** As time and schedules permit following the announcement event, speakers will be available for brief, one-on-one interviews.

**PRESS RSVP:** [ywu@rubenstein.com](mailto:ywu@rubenstein.com)

###