

BMW Group

U.S. Press Information

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BMW's Un4gettable Test Drive Experience Kicks Off Today through October 2014.

The Un4gettable Test Drive Experience allows drivers to test drive the all new BMW 4 Series.

Woodcliff Lake, NJ – May 20, 2014... BMW today launched the BMW Un4gettable Test Drive Experience, which allows drivers to test drive the all new BMW 4 Series at 324 BMW centers nationwide. The Un4gettable Test Drive Experience runs from May to October 2014. Drivers will have the opportunity to test drive the following 4 Series vehicles: BMW 428i Convertible, BMW 428i Coupe, BMW 435i Convertible and BMW 435i Coupe.

"Getting people behind the wheel of our vehicles is the most powerful marketing tool we have. We are excited to give people across the country the opportunity to experience the all new BMW 4 Series," said Trudy Hardy, Vice President, Marketing, BMW of North America.

To find out when the BMW Un4gettable Test Drive Experience is coming to a BMW center near you and to register, please visit:

<https://www.bmwusa.com/secured/content/forms/un4gettabletestdrive.aspx>.

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The new BMW 4 Series Convertible and Coupe will be offered in the U.S. as both a 428i, featuring BMW's award-winning TwinPower Turbo 2.0-liter 4-cylinder and as a 435i with the multi-award winning TwinPower Turbo 3.0-liter inline six. Both the 428i and 435i Convertible will feature a standard 8-speed sport automatic transmission. The 428i and 435i Coupe will be available with a standard 8-speed sport automatic or six-speed manual transmission. The 428i Convertible will be offered with a choice of rear-wheel drive or with optional xDrive, BMW's intelligent all-wheel drive system, while the

435i Convertible will be available with rear wheel drive. The 428i and 435i Coupe will also be offered with a choice of rear-wheel drive or with optional xDrive.

The 2014 BMW 428i Convertible will have a base MSRP of \$49,675 and the 2014 BMW 435i Convertible will have a starting price of \$55,825. Both prices include destination and handling. The 2014 BMW 428i Coupe will have a base MSRP of \$41,425, and the 2014 BMW 435i Coupe will have a starting price of \$46,925. Both prices include destination and handling. The 2014 428i xDrive Coupe and 435i xDrive will start from \$43,425 and \$48,925 respectively, again inclusive of destination and handling.

For more information on the all new BMW 4 Series Convertible, please visit:

<http://www.bmwusanews.com/newsrelease.do?id=1862&mid=>

For more information on the all new BMW 4 Series Coupe, please visit:

<http://www.bmwusanews.com/newsrelease.do?id=1727&mid=>

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.bmwusanews.com and www.press.bmwna.com.

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