

For Release: May 20, 2014

Contact: Stacy Morris
Corporate Communications Manager, Marketing & Culture
BMW of North America, LLC
(201) 370-5134/ stacy.morris@bmwna.com

BMW Donates BMW i3 All-Electric Vehicle to Brad Pitt's Make It Right Gala.

New Orleans, LA – May 20, 2014... An all-electric, zero emission BMW i3 was donated to Make It Right, the charity that builds green homes, buildings and communities for people in need, for the raffle at its 2014 Gala on Saturday, May 17. Make It Right founder Brad Pitt and presenter Sandra Bullock led the pledges and announced the recipient of a new BMW i3, worth \$55,000.

Currently available in the U.S., every element of the BMW i3 promotes sustainability. The BMW i3 is created using solar and wind power. It is the first mass-produced vehicle made primarily of carbon fiber reinforced plastic, resulting in an electric car that is strong and lightweight. The interior is made with high quality renewable materials like recycled plastics, responsibly forested eucalyptus wood, plant fibers and olive leaf extract. The BMW i3 was recently named the World Green Car of the Year and World Car Design of the Year.

Make It Right has built 100 environmentally friendly homes, designed by some of the world's top architects, in the Lower 9th Ward in New Orleans since it was founded in 2007. The funds raised from Saturday's gala will be used to build more Make It Right homes in New Orleans, Kansas City, Newark and the Fort Peck Indian Reservation in Montana.

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.

#