

BMW Group Financial Services

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BMW GROUP FINANCIAL SERVICES HAS BEEN RECOGNIZED BY J.D. POWER, RANKING HIGHEST IN RETAIL LEASING FOR THE THIRD CONSECUTIVE YEAR –

BMW Financial Services and MINI Financial Services Exemplify Customer Satisfaction as Key to Business Foundation, Breeding Top Honors and Consistent Dealer Financing Excellence.

WOODCLIFF LAKE, NJ – August 7, 2014 – BMW Financial Services has been recognized for outstanding dealer satisfaction in the J.D. Power 2014 Dealer Financing Satisfaction StudySM, ranking highest for the third consecutive year in the Retail Leasing segment. This is the 11th year that BMW Group Financial Services has been recognized¹.

BMW Financial Services ranked “Highest in Satisfaction with Retail Leasing” among automotive financing providers, with MINI Financial Services receiving a second-place ranking. The two reversed their ranking in “Highest in Dealer Satisfaction with Retail Credit” with MINI Financial Services taking top honors, BMW Financial Services ranking second and the Group’s multi-make financing arm, Alpera Financial Services receiving a third-place ranking. Separately, BMW Financial Services achieved a second-place ranking within the Floor Planning segment.

According to Ed Robinson, Chief Executive Officer for BMW Group Financial Services, Americas Region, the consistency of dealer excellence provided across the BMW Group reflects a dedication to relationship building and takes it one step further to create loyalty and retention. “Our goal has always been to provide consistent premium service across brands, products, and customers,” said Robinson.

“We are proud of the partnerships we maintain with our dealers,” said Robinson, “and more so we are proud of the extraordinary efforts our dealers consistently display day in and day out that continue to turn our customers into loyal fans of our brand.” Robinson noted that the company was proud of the consistent recognition received by J.D. Power and credited the many associates across the organization that are committed to continuing to work toward delivering and exceeding the standards of excellence these relationships provide.

The J.D. Power Dealer Financing Satisfaction StudySM has been conducted annually since 1994, aggregating responses from dealer principals across the areas of Prime Retail Credit, Retail Leasing and Floor Planning.

¹ BMW Financial Services has ranked highest in the following years and survey segments:

2004:
Retail Credit
Retail Leasing

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2005:

Retail Credit
Retail Leasing

2006:

Retail Credit
Retail Leasing

2007:

Retail Leasing

2008:

Retail Leasing
Retail Credit
Sub-Prime Retail Credit
Floor Planning

2009:

Retail Leasing

2010:

Retail Leasing
Floor Planning

2011:

Retail Credit

2012:

Retail Credit
Retail Leasing

2013:

Retail Leasing

2014:

Retail Leasing
Retail Credit

About BMW Group Financial Services

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit.

BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than \$36 billion in serviced assets and 1,031,000 automotive lending customers across the U.S., Canada and Mexico, BMW Group Financial Services finances almost three-quarters of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 800 people, including consultants and temporary workers, most

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of whom are located in the Hilliard, Ohio, Regional Service Center, which serves the U.S., Canada and Mexico.

In 2001, the MINI Financial Services division was established to provide support for the brand's dealers and its customers by offering financing and leasing options and branded financial services products. Alpera Financial Services was established in 2006 to provide financial services to multi-brand dealers.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly-owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer is also part of BMW Group Financial Services.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

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