



For Release: January 15, 2015

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BMW to Advertise All-Electric BMW i3 during Super Bowl XLIX.

Woodcliff Lake, NJ – January 15, 2015... Today, BMW announced plans to feature the all-electric BMW i3 in a 60-second spot during Super Bowl XLIX on Sunday, February 1, 2015. After a 4-year hiatus, BMW will be returning to the big game with a commercial during the first quarter.

“As one in three Americans will tune in to watch the Super Bowl, we are thrilled to use this platform to educate viewers on the importance of electric mobility,” said Trudy Hardy, Vice President of Marketing, BMW of North America. “Big ideas like the BMW i3 take a little getting used to, and the creative idea surrounding our spot will play on this analogy.”

BMW i is BMW’s forward-looking and sustainable brand dedicated to solving many of the mobility challenges faced by the world’s most densely populated cities. The BMW i3 is the first of the BMW i vehicles constructed from the ground up primarily of carbon fiber. Currently available in the U.S., the BMW i3 has a starting MSRP of \$43,350 (Including \$950 Destination and Handling), and the range-extender model has a starting MSRP of \$47,200 (Including \$950 Destination and Handling).

KBS (kirshenbaum bond senecal + partners) partnered with BMW for the creation of the spot, and UM is responsible for media buying.

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 and X4 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, 147 BMW motorcycle retailers, 122 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 on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

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