

BMW Group

U.S. Press Information

For Release: January 20, 2015

Contact: Kenn Sparks
Business Communications Manager
BMW of North America, LLC
(201) 307-4467 / Kenn.Sparks@bmwna.com

BMW of North America congratulates the BMW CCA Foundation on its successful auction and thanks Rick Hendrick, Craig Jackson, and Bobby Rahal for their generosity and support at the Barrett-Jackson auction in Scottsdale AZ

Woodcliff Lake, NJ – January 20, 2015... Anyone watching the Barrett-Jackson classic car auction from Scottsdale, Arizona this past weekend would have seen the charity auction of the BMW M5 30th Anniversary Special Edition that sold for \$700,000 to support the Tire Rack Street Survival teen driving program of the BMW Car Club of America Foundation. Winning bidder was Rick Hendrick, 11-time NASCAR Cup Owner Champion and Chairman of Hendrick Automotive Group, with six BMW dealerships across the country. Hendrick will add this very special M5 to his classic car collection on display in North Carolina.

“Rick’s great generosity means more Street Survival driving schools across the country for young people to acquire the skills to safely navigate the roads and properly handle the vehicles they drive,” said Ludwig Willisch, President and CEO, BMW of North America. “I also thank Craig Jackson, the president of Barrett-Jackson, for allowing the Street Survival auction to be one of the five charity auctions at this year’s Scottsdale event.”

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com

Ludwig Willisch and Indy 500 winner and BMW Team RLL principal Bobby Rahal presented the M5 and the Street Survival program to the audience to get the auction underway. Multiple bidders quickly took the auction far beyond the sticker price of the 30th Anniversary M5. A few minutes later the auctioneer’s gavel signaled Rick Hendrick’s winning bid of \$700,000.

To learn more about the BMW CCA Foundation and its Tire Rack Street Survival teen driving program go to: www.bmwccafoundation.org or contact program manager Bill Wade: Bill.Wade@streetsurvival.org.

- more -



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.

#