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Dave Buchko Appointed to New Post of Corporate Communications Manager – West for BMW of North America

Woodcliff Lake, N.J. – March 17, 2015 ... Alexander Bilgeri, Vice-President – Communications, Americas, is pleased to announce that **Dave Buchko** will be assuming the new role of Communications Manager, West. Dave will be based in the new Western Region sales office in Newbury Park, California. Dave is moving back to the West Coast from his current role in BMW Product & Technology Communications.

In his new role, Dave will serve as a business partner to develop and deliver current and future communication messages for all West Coast BMW Group locations and to act as a key point of contact for media in the Western US. He will cover the full spectrum of BMW Group activities – including Design, Advanced Technology, Engineering and Sales. His responsibilities will include communications for the BMW Group Technology Office and the recently announced BMW Performance Center West among others.

Beginning in April Dave's office phone number will be 805-214-5328. His cell phone number will remain 201-321-6857 and his e-mail address remains dave.buchko@bmwna.com.

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, 120 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.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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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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