

BMW Group

U.S. Press Information

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BMW Models Rank in the 2015 J.D. Power IQS Study

Woodcliff Lake, NJ – June 17, 2015... BMW of North America announced today that three of its models – the BMW 2 Series; the BMW 4 Series; the BMW 5 Series – were the top ranked vehicles in their categories according to the J.D. Power 2015 U.S. Initial Quality Study (IQS). Also, BMW ranked 6th among all the brands, considerably above the industry average.

“IQS is the leading indicator of customer delight in the initial phase of ownership as it measures not only how well our vehicles perform but also how well our dealers are doing in demonstrating the functions of the new vehicle,” said Ludwig Willisch, President and CEO, BMW of North America. “The model rankings show improvements across the board from existing to new models with the clear challenge being to improve and simplify technology.”

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In the 2015 J.D. Power IQS Study, the **BMW 2 Series** was the Highest Ranked Small Premium Car; the **BMW 4 Series** was the Highest Ranked Compact Premium Car; and the **BMW 5 Series** was the Highest Ranked Midsize Premium Car. Additionally, the **BMW 7 Series** was ranked 2nd in the Large Premium Car segment.

The BMW brand ranked 6th among the nameplates with 99 PP100, a 9 point improvement from 2014. PP100 is the J.D. Power standard measurement of problems per 100 vehicles. The 2015 industry average is 112 PP100.

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The 2015 J.D. Power U.S. Initial Quality Study is based on responses from more than 84,000 purchasers and lessees of new 2015 model-year vehicles surveyed after 90 days of ownership. The study was fielded between February and May 2015.

The full J.D. Power information about the 2015 U.S. Initial Quality Study (IQS) can be found at: www.jdpower.com/quality

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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based 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, 148 BMW motorcycle retailers, 123 MINI passenger car dealers, and 36 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.

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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.