



**For Release: Immediate**

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## **BMW To Be Honored As Featured Marque of 2016 Rolex Monterey Motorsports Reunion August 18-21**

**Woodcliff Lake, N.J., August 17, 2015** — The full, rich heritage of the Ultimate Driving Machine® will be celebrated when Bavarian Motor Works is honored on the occasion of its 100<sup>th</sup> anniversary at the Rolex Monterey Motorsports Reunion. The celebration takes place August 18-21, 2016 at Mazda Raceway Laguna Seca on the scenic Monterey Peninsula.

“The Rolex Monterey Motorsports Reunion is a perfect stage on which to celebrate 100 years of BMW,” stated Ludwig Willisch, President and CEO, BMW of North America, LLC. “The BMW brand and the legend of The Ultimate Driving Machine® was forged on and continues to be refined on racing circuits all over the world. In the United States, Laguna Seca has played a starring role. This year, our BMW Z4 GTLM racing cars finished 1-2 in IMSA competition there - almost 40 years to the date a BMW 3.0 CSL won our very first race on the classic circuit. BMW is delighted to be able to share our passion for great automobiles and motorsport with the world next year.”

Bavarian Motor Works has an enormously rich history. The patriarchs of the brand, Karl Rapp and Gustav Otto instilled a robust DNA in the company in 1916 through the combination of their respective businesses. Beginning as an aircraft engine manufacturer, adding motorcycles in 1923 and automobiles in 1928, a century later BMW has become one of the most respected, innovative and popular brands in the world.

“We are honored that BMW will celebrate its milestone anniversary at the Rolex Monterey Motorsports Reunion,” said Gill Campbell, CEO/General Manager of Mazda Raceway Laguna Seca. “Ludwig Willisch and his management team have been enthusiastic

supporters of historic racing here in Monterey, right down to having Ludwig drive in the 1975 BMW 3.0 CSL. It will be a truly international gathering.”

More than 900 entry applications will be received for the limited 550 positions when requests for the Rolex Monterey Motorsports Reunion is open October to February. For many, the Rolex Reunion is a motorsports museum springing to life, as authentic cars from as far back as the pre-war era fire up and tackle the challenging circuit.

Following the Rolex Monterey Motorsports Reunion, Mazda Raceway Laguna Seca will remain the center of BMW focus for a second consecutive week as the circuit will host the BMW Car Club of America’s annual Oktoberfest and the BMW Rider’s Association Annual Rally on August 24 - 28.

### **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, 149 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.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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