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BMW and Uber Partner to Offer Uber Users Complimentary Rides in the All-New BMW 7 Series for One Day Only in New York, Miami, Chicago and Los Angeles, Ahead of the Vehicle's U.S. Retail Launch.

Prospective BMW 7 Series Customers Received Exclusive On-Demand Test Drive Experiences Through the Uber App on October 17-18.

Woodcliff Lake, NJ – October 19, 2015... For the first time ever, BMW and Uber have partnered to offer Uber users the opportunity to experience the all-new BMW 7 Series through exclusive on-demand test drives or chauffeured ride experiences ahead of the vehicle's U.S. retail launch on October 24. Starting at 12pm local time today, Uber users in New York, NY; Miami, FL; Los Angeles, CA and Chicago, IL will have the opportunity to receive a complimentary ride from a BMW Product Specialist to a destination of their choice in the brand new BMW 7 Series. On Saturday, October 17 and Sunday, October 18, prospective 7 Series customers in those same markets were able to test-drive the new 7 Series on-demand through the Uber app.

"With our new 7 Series being the most innovative vehicle in its class, it's only fitting that we partnered with Uber to offer a unique and exciting way to experience our flagship model prior to retail launch," said Jason Chan, 6 & 7 Series Product Manager for BMW of North America.

"We couldn't think of a better way to celebrate the launch of the BMW 7 Series than by offering Uber riders the unique chance to upgrade their ride and are thrilled to partner with BMW on this first-of-a-kind experience," said Amy Friedlander Hoffman, Head of Business Development and Experiential Marketing at Uber.

As the brand's flagship sedan, the BMW 7 Series is the pinnacle of cutting-edge automotive technology and the future in automotive luxury. The 2016 BMW 7 Series sets a new

benchmark in lightweight design, driving dynamics, comfort, intelligent connectivity and intuitive operation. The TwinPower Turbo engine offers an exhilarating driving experience, going from 0-60mph in just 4.3 seconds. The BMW 7 Series has a starting MSRP of \$82,295 (including Destination and Handling).

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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, 124 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.

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.

About Uber

Uber is a technology platform that is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in over 300 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer. Follow us on Twitter: @Uber and find us on Facebook: Uber.