

# BMW Group

## U.S. Press Information

**For Release:** October 27, 2015

**Contact:** Megan Morales  
FleishmanHillard  
(415) 318-4156/ [megan.morales@fleishman.com](mailto:megan.morales@fleishman.com)

Katie Kokkinos  
Corporate Communications Specialist - Marketing & Culture  
BMW of North America, LLC  
(201) 307-3982/ [katherine.kokkinos@bmwnaext.com](mailto:katherine.kokkinos@bmwnaext.com)

Thomas Plucinsky  
Manager, Corporate Communications  
BMW of North America  
(201) 307-3791/ [thomas.plucinsky@bmwna.com](mailto:thomas.plucinsky@bmwna.com)

### **BMW Unveils Roster of U.S. ‘Performance Team’ Athletes for Rio 2016 Olympic and Paralympic Games**

Official Mobility Partner of Team USA Continues its Efforts to Advance Athletic Performance

**Woodcliff Lake, NJ – October 27, 2015...** BMW of North America, the Official Mobility Partner of the United States Olympic Committee, today unveiled its BMW Performance Team for the Rio 2016 Olympic and Paralympic Games.

This elite group of eight U.S. Olympic and Paralympic athletes and hopefuls will receive financial support as well as access to BMW resources and technologies as they strive for the opportunity to compete on the world’s biggest stage. Members of the BMW Performance Team feature a combination of U.S. Olympians and hopefuls including Tyler Clary (swimming), Nathan Adrian (swimming), Maya DiRado (swimming), and U.S. Paralympians and hopefuls Josh George (track & field), Tatyana McFadden (track & field), April Holmes (track & field), Aaron Pike (track & field) and Chelsea McClammer (track & field).

“While working with the Olympics and the USOC is a truly rewarding experience, it is supporting the athletes that brings us the greatest joy,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “The perseverance and determination of these remarkable athletes keeps us driven to help foster and improve their performance in this journey to Rio. We are proud and privileged to work with such amazing athletes.”

*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](http://bmwgroupna.com)

- more -



The U.S. athletes selected to the BMW Performance Team align with the company's strategic approach to its Rio Games activation. This selection follows BMW's August announcement of its plans to develop a new racing wheelchair for use by athletes of the U.S. Paralympics Track and Field Team, marking BMW's fourth vehicle technology transfer project developed as part of its six-year partnership with Team USA.

To learn more about BMW's partnership with the USOC and National Governing Bodies USA Bobsled & Skeleton, USA Swimming, USA Track & Field and U.S. Paralympics Track and Field visit [www.bmwusanews.com](http://www.bmwusanews.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 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, 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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).