



For Release: November 3, 2015

Contact: Katie Kokkinos
Corporate Communications Specialist
BMW of North America, LLC
(201) 716 9872 / katherine.kokkinos@bmwnaext.com

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

BMW of North America Names The Community U.S. Hispanic Agency of Record.

Woodcliff Lake, NJ – November 3, 2015... BMW of North America, LLC. today announced that innovative cross-cultural agency, [the community](#), has been named U.S. Hispanic agency of record for the company, following a competitive review.

The community will be responsible for delivering strategy, creative, production, digital and social media services, as well as event activations for the BMW brand. The account will be run out of the community's Miami office.

"The decision to select the community was based on their committed senior leadership and their unique understanding of our brand," said Trudy Hardy, Vice President of Marketing, BMW of North America. "We are thrilled to have them join our talented roster of agencies as we continue to expand our creativity and innovation in new ways."

"This is an incredible opportunity for our agency," said Luis Montero, President of the community. "BMW is a visionary, category leader who like us, understands the importance of culture in connecting with all kinds of consumers today. We are honored to have been selected and can't wait to get started."

New communications work for BMW of North America will launch in 2016.

#

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.

About the community

The community at SapienNitro is an innovative cross-cultural agency that has produced award-winning, engaging campaigns that consistently break boundaries. Since it was founded in 2001, the community has effectively used culture as a compelling narrative to build brands and bring communities together. The agency was named a Top 10 Agency on Advertising Age's A-List in 2015 and 2013, and an Agency to Watch in 2012. It was also named Multicultural Agency of the Year by Adweek in 2006, and ranked the 13th most awarded agency in the world by Gunn Report. Headquartered in Miami, with an office in Buenos Aires, the community has created work for some of the world's most recognized brands including Google, Time Warner Cable, Sauza and Hornitos Tequilas, Apple, Converse, Corona Extra, Modelo Especial and Office Depot, among others. For more information, visit lacomunidad.com.

#

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusaneews.com and www.press.bmwna.com.