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**BMW of North America Announces New Corporate Communications Manager,
Arts, Culture and Design**

Woodcliff Lake, NJ – December 16, 2015 . . . Today, Alexander Bilgeri, Vice President BMW Group Corporate Communications, announced that Phil Dilanni will assume the role of Corporate Communications Manager, Arts, Culture and Design effective December 16, 2015. Phil will be part of the BMW brand communications team led by Thomas Plucinsky, Department Manager, BMW Brand Corporate Communications. In his new role, Phil is responsible for communications on a diverse list of topics ranging from marketing campaigns and events, BMW i brand development, sponsorships, partnerships, arts & culture initiatives, to BMW's U.S.O.C. involvement, sports initiatives, and Designworks USA projects.

Prior to joining BMW of North America, Phil was a Senior Vice President in Ogilvy Public Relations' brand marketing practice where he worked on behalf of another automotive brand. He was also part of the interagency team whose work was a PR Week award finalist in the consumer campaign of the year category.

Phil has worked on behalf of BMW before as a vice president at Rubenstein Communications, Inc., where he worked on many major projects including the consumer launch of the BMW i brand in the U.S., several auto shows and the 2011 and 2012 BMW Championships. While at Rubenstein, Phil also represented Rolls-Royce Motorcars North America and handled communications surrounding the U.S. tour of the one-of-a-kind electric Rolls-Royce Phantom.

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 the Rolls-Royce brand of 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.

Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

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