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BMW Partners with the Directors Guild of America in Support of the 68th Annual Directors Guild Awards.

All-New BMW M2 Coupe and All-New BMW 7 Series Featured on the Red Carpet at One of the Signature Events of Hollywood's Awards Season.

Woodcliff Lake, NJ – February 8, 2016... For the third consecutive year, BMW proudly supported the Directors Guild of America at the organization's 68th Annual DGA Awards Ceremony. The awards, which celebrate directorial excellence in feature film and television, took place on February 6, 2016 at the Hyatt Regency Century Plaza in Los Angeles.

Actor Jane Lynch presided over the ceremony which also featured two of BMW's newest stars – the all-new BMW M2 Coupe and all-new BMW 7 Series – on the red carpet alongside Hollywood's biggest directors and stars including Angela Basset, Abigail Breslin, Rachel McAdams, Leonardo DiCaprio and Alejandro González Iñárritu.

As the newest member of BMW M family, the BMW M2 Coupe offers both full power on the racetrack as well as top performance on the street. The BMW 7 Series is the brand's flagship, setting new benchmarks in lightweight design, driving dynamics, comfort, intelligent connectivity and intuitive operation, while delivering the highest level of driving refinement in the premium class.

The DGA Award for Outstanding Directorial Achievement in Feature Film has traditionally been a near perfect barometer for the Best Director Academy Award. Only seven times since the DGA Award's inception has the DGA Award winner not won the Academy Award.

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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 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 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.

Directors Guild of America (DGA)

In the 80 years since its founding in 1936, the DGA has fought for the economic and creative rights of its members; protected their ability to financially benefit from the reuse of their work; established strong pension and health plans; and established jurisdiction in new technologies and distribution platforms. Today the DGA represents more than 16,000 directors and members of the directorial team working in film, television, commercials, new media and other audiovisual media.

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