



For Release: March 2, 2016

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BMW of North America Announces Best Dealership Awards

32 BMW dealers honored as Centers of Excellence

Woodcliff Lake, NJ – March 2, 2016 BMW of North America, LLC is announcing its annual Center of Excellence honors. We are pleased to award these 32 dealers as 2016 Center of Excellence winners. As a result of each Center's excellent performance and outstanding service in 2015, BMW of North America has continued its success in the luxury automotive industry.

The dealers are measured against their peers on 11 Key Performance Indicators which include, Customer Orientation, Aftersales and Sales data. The data is then calculated to award the top 9% of the 340 BMW dealers based on their 2015 performance.

"It is both a great achievement and honor to be chosen as a Center of Excellence and I heartily congratulate this year's winners on their accomplishment," said Ludwig Willisch, President and CEO, BMW of North America. "In our business, nothing is more important than customer loyalty and these centers have proven they know how to delight their customers and keep them coming back. I hope they will proudly display their COE recognition and then enjoy the rewards."

2016 Center of Excellence Award Recipients (listed below are in alphabetical order)

1. BMW Concord, Concord, CA
2. BMW of Anchorage, Anchorage, AK
3. BMW of Austin, Austin, TX
4. BMW of Cape Cod, Hyannis, MA
5. BMW of Catonsville, Baltimore, MD
6. BMW of Freeport, Freeport, NY

7. BMW of Gainesville, Gainesville, FL
8. BMW of Honolulu, Honolulu, HI
9. BMW of Meridian, Meridian, MS
10. BMW of Murrieta, Murrieta, CA
11. BMW of Nashville, Nashville, TN
12. BMW of Ontario, Ontario, CA
13. BMW of San Antonio, San Antonio, TX
14. BMW of Sudbury, Sudbury, MA
15. Center BMW, Sherman Oaks, CA
16. Crevier BMW, Santa Ana, CA
17. Dave Walter, Inc., Akron, OH
18. Flemington BMW, Flemington, NJ
19. Hendrick BMW, Charlotte, NC
20. Hilton Head BMW, Bluffton, SC
21. Karl Knauz Motors, Lake Bluff, IL
22. Long Beach BMW, Signal Hill, CA
23. Momentum BMW, Houston, TX
24. Pacific BMW, Glendale, CA
25. Rick Hendrick BMW Charleston, Charleston, SC
26. Rusnak BMW, Thousand Oaks, CA
27. Schomp BMW of Highlands Ranch, Highlands Ranch, CO
28. South Shore BMW, Rockland, MA
29. Steve Thomas BMW, Camarillo, CA
30. Sun Motor Cars BMW, Mechanicsburg, PA
31. United BMW of Gwinnett Place, Duluth, GA
32. Weatherford BMW, Berkeley, CA

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; DesignworksUSA, a strategic design consultancy 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.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com.

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