

# BMW Group

## U.S. Press Information

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### **BMW Kicks Off “Drive for a Cause” Campaign at Dealerships Nationwide.**

**Woodcliff Lake, NJ – May 24, 2016...** BMW of North America today announced the launch of “Drive for a Cause” – a national fundraising campaign that will generate charitable support for each BMW test drive taken this summer. Building on the past year’s successful “Drive for Team USA” event, which supports U.S. Olympic and Paralympic athletes, the new campaign will also give dealers the option of designating a local charity in their market as the charitable recipient.

Starting May 24<sup>th</sup> and running through September, the automaker’s retailers nationwide will host events inviting existing and potential customers to test drive the BMW vehicle of their choosing. For each test drive taken, BMW of North America will donate funds to Team USA or a local charity. Funds raised will go towards supporting the training and performance goals of Team USA, and to making a difference in local communities.

“‘Drive for a Cause’ is more than a summer sales initiative – it’s a meaningful part of what we do to support Team USA and other important local charitable endeavors,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “Any time you can get people behind the wheel of a BMW while simultaneously generating attention and raising money for worthy charities, it’s a win-win.”

For more information on local “Drive for a Cause” events, please visit [www.bmwusa.com/driveforacause](http://www.bmwusa.com/driveforacause).

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### **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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.

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