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Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

BMW Motorrad USA Names M&C Saatchi LA Creative Agency of Record

Woodcliff Lake, NJ – September 15, 2016...BMW Motorrad USA today announced that M&C Saatchi has been named its creative agency of record, following a competitive review.

The agency will work closely with BMW Motorrad USA's marketing team to provide strategic recommendations, creative development, and implementation of digital, print and social media initiatives to drive brand awareness of the entire range of BMW motorcycle models. The account will be managed out of M&C Saatchi's Los Angeles office.

"Our selection of M&C Saatchi was based upon their award-winning work on behalf of some of the world's most recognizable brands, their understanding of the motorcycling community, and their commitment to engage the community in innovative ways," commented Sarah Schilke, National Marketing Manager, BMW Motorrad USA.

"We're ecstatic to work with BMW Motorrad USA – it's a brand that engages people who are adventurous and passionate about the style and quality engineering that are signatures of BMW," says Huw Griffith, CEO & Partner of M&C Saatchi LA. "We look forward to expanding visibility and appreciation through our collaboration."

M&C Saatchi LA

M&C Saatchi LA is part of the M&C Saatchi Worldwide Network, the world's largest independent marketing agency. Named in the top five of Ad Age's Best Places To Work 2015, M&C Saatchi LA has produced iconic work for Ketel One, Crystal Cruises, Qantas Airways, Epson, VIZIO, Fox, Miramax, ABC, Netflix, the San Diego Zoo, UGG®, New Mexico Tourism Department, and Google. Social and digital specialists Heavenspot became part of M&C Saatchi LA in 2015, expanding the agency's reach into the entertainment and technology industries in collaboration with M&C Saatchi SHARE. For more information, visit www.mcsaatchi-la.com.

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