

BMW

U.S. Press Information

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BMW 2 Series and BMW 4 Series Score Awards in Inaugural JD Power Tech Experience Index StudySM

Woodcliff Lake, NJ/Las Vegas, NV – January 5, 2017... BMW scored two category wins in the inaugural JD Power Tech Experience Index Study (TXI) for the 2016 BMW 2 Series and BMW 4 Series. The TXI Study measures the driver's **experience, usage, and interaction** with driver centric vehicle technology in the first 90 days of ownership. The awards were presented in Las Vegas at CES 2017 to Klaus Froehlich, Board Member for Research & Development at the BMW Group and Hildegard Wortmann, Senior Vice President for the BMW Brand.

The JD Power Tech Experience Index Study reflects customer experience with 35 technologies grouped in six categories:

- Navigation
- Entertainment & Connectivity
- Comfort & Convenience
- Collision Protection
- Driving Assistance
- Smartphone Mirroring

The BMW brand placed second overall and took two of three awards in the premium segment. The 2016 BMW 2 Series won in the Best Small Premium category while the BMW 4 Series won for Best Premium Compact. The BMW brand's strong finish in the inaugural TXI Study is an acknowledgement by customers of the company's commitment to being on the cutting edge of connectivity, infotainment and driver assistance systems.

BMW will show at CES 2017 that it continues to be on the forefront of this development. The BMW i Inside Future sculpture focuses on the opportunities and challenges presented by fully

automated driving. BMW HoloActive Touch fuses the advantages of the BMW Head-Up Display, BMW gesture control and intuitive touchscreen functionality with revolutionary technology to create a completely new kind of user interface for the vehicle interior of the future.

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 Rolls-Royce 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.

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

www.bmwusa.com.

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

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