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## **BMW of North America Names Goodby Silverstein & Partners as Lead Creative Agency in the U.S.**

**Woodcliff Lake, NJ – March 23, 2018...** BMW of North America today named San Francisco based Goodby Silverstein & Partners as its lead agency of record for national brand creative, as well as regional and dealer creative work in the U.S.

“Goodby Silverstein & Partners are well known for their outstanding creative capabilities as well as their ability to reach millions of consumers with the feeling of speaking only to you,” said Trudy Hardy, Vice President of Marketing, BMW of North America. “They are a smart team who has consistently developed impactful work on behalf of their clients. We are looking forward to a strong partnership with them in the years to come.”

BMW began the review process late last year, eventually whittling an initial field of 25 candidate agencies down to five finalists. GS&P’s ability to immediately showcase creative concepts that demonstrated a firm understanding of the BMW brand, and that spoke directly to the company’s primary brand goals, helped distinguish the agency and ultimately win the business. GS&P executives were notified in-person last Thursday.

“BMW is one of the most classic brands on the entire planet. As a young designer growing up wanting to be in advertising, I was always in awe of the line ‘The Ultimate Driving Machine.’ To be able to be part of that legacy and bring it into the next generation to buy the car is an honor. And we don’t take that lightly. Besides, I love driving fast cars,” said Rich Silverstein, co-founder and co-chairman of Goodby Silverstein & Partners.

BMW’s agency roster in the U.S. also includes: Universal McCann, who will continue to handle the national and regional media planning and buying activities; Critical Mass, who remains BMW’s agency of record for digital and social media; and The Community who are responsible for multicultural marketing efforts.

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### **About 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; Design works, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, 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 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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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