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BMW of North America Names DKC as Public Relations Agency of Record. in the U.S.

Woodcliff Lake, NJ – May 4, 2018... BMW of North America today named New York-based DKC as its public relations agency of record in the U.S. DKC will support Corporate Communications on topics ranging from business and technology to innovations and lifestyle, including auto shows, marketing initiatives and the BMW Championship.

“Our business, and that includes corporate communications, has to stay ahead of the disruptors, and DKC is positioned to help us keep fit for the challenge,” said Kenn Sparks, Department Head, U.S. Corporate Communications, BMW of North America. “We sought a balance of energy and good sense, solid use of analytics, strategic thinking, a national footprint, and the ability to make it all work.”

“We are extremely proud to have been selected by BMW of North America for this assignment,” said DKC President Sean Cassidy. “We’re eager to put our strategic thinking and creativity to use supporting their amazing communications team”

BMW began the search late last year as part of a regular review process. Nine agencies were invited to the initial RFI phase before the list was reduced to four finalists. Executives at DKC were notified in person on Wednesday.

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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 345 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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