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**BMW of North America Names Cashmere Agency as Multicultural Marketing Agency of Record in the U.S.**

**Woodcliff Lake, NJ – November 7, 2018...** BMW of North America today named Los Angeles-based Cashmere Agency as its lead agency of record for multicultural marketing efforts in the U.S. Cashmere Agency will be charged specifically with the strategic deployment of marketing programs and messaging geared towards African-American, Asian and Latino consumers.

“BMW’s U.S. customer base is as broad and diverse as the country itself,” said Kevin Williams, Multicultural Marketing Manager, BMW of North America. “In addition to their expertise among the three largest U.S. ethnic segments, Cashmere Agency also has a unique understanding of the LGBTQ consumer segments – all of which will enable us to better serve our growing clientele.”

BMW began the review process earlier this year, ultimately choosing Cashmere Agency following live presentations last week. Representatives of the agency were notified earlier today.

BMW’s agency roster in the U.S. also includes: Goodby, Silverstein & Partners (lead creative agency), Universal McCann (national and regional media planning and buying) and Critical Mass (digital and social media).

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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 Rolls-Royce Motor Cars; Designworks, 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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, and X6 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 346 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 37 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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