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**BMW of North America Names Anchor as Social Media Agency of Record in the U.S. effective January 1, 2019.**

**Woodcliff Lake, NJ – December 13, 2018...** BMW of North America today named New York-based Anchor Worldwide as its agency of record for social media in the U.S., effective January 1, 2019. Anchor will support Tier 1, Tier 2, and CPO social media activities.

“Anchor demonstrated an understanding of the BMW brand and the social media landscape, and presented a clear point of view with creativity and humor, which is what ultimately won us over,” said Trudy Hardy, Vice President of Marketing, BMW of North America. “With the new additions of Goodby, Silverstein & Partners and Cashmere Agency earlier this year, and now Anchor, I’m confident that we’ve got the right agency roster to support BMW’s largest-ever product offensive through 2019 and beyond.”

“I’ve been the ultimate fan of BMW since I had the opportunity to drive an E30 M3 in high school, so to work with BMW is a dream come true,” said Sebastian Eldridge, CEO, Anchor Worldwide. “We built Anchor for the future of social, and we can’t wait to make some noise with BMW.”

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 Cashmere Agency (Multicultural).

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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, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 347 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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