

# BMW Group

## U.S. Press Information

**For Release:** February 12, 2019

**Contact:** Phil Dilanni  
Corporate Communications Manager  
BMW of North America, LLC  
(201) 571-5660 / [phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

Sky Foster  
Department Manager, Corporate Communications  
BMW Manufacturing Co., LLC  
(864) 802-5546 / [sky.foster@bmwmc.com](mailto:sky.foster@bmwmc.com)

### **BMW Group to Produce Two Additional All-New Models at Plant Spartanburg.**

- **The Addition of the First-Ever BMW X3M and BMW X4M High Performance Sports Activity Vehicles Brings the Number of BMW Models Built at Plant Spartanburg to Nine.**
- **Underscores Plant Spartanburg's Role as the Global Center of Competence for BMW X Models in its 25<sup>th</sup> Year of Production.**

**February 12, 2019 (Spartanburg, SC)...** BMW Group announced today the addition of the first-ever BMW X3 M and BMW X4 M models to the production line-up at Plant Spartanburg in South Carolina. The two all-new vehicles will bring the total number of BMW X models produced in the United States to nine, solidifying the plant's position as the global center of competence for BMW X models.

The BMW X3 M is the first-ever high-performance variant of BMW's popular and best-selling mid-sized Sports Activity Vehicle to be developed by BMW M GmbH. The first-ever BMW X4 M also joins the BMW lineup as a high-performing Sports Activity Coupe. Both vehicles feature a newly developed M-tuned TwinPower Turbo in-line six cylinder engine and all of the performance, agility, and precision for which BMW M cars are renowned, underpinned by sophisticated, model-specific chassis technology tuned to match the engine's high power and the traction enhancing capabilities of the M xDrive all-wheel-drive system. Production begins in April 2019.

"The addition of these two all-new models plus the first-ever BMW X7, which began production last December, is a testament to the performance, passion and pride of the

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwgroupna.com](http://bmwgroupna.com)

- more -



more than 11,000 people working at Plant Spartanburg and serves to further underscore BMW's commitment in the U.S.," said Knudt Flor, President & CEO, BMW Manufacturing Co., LLC. "Since the BMW X5 was first introduced, creating the premium SAV segment in 1999, Plant Spartanburg has been BMW's global center of competence for X models and continues to be so today."

In 2018, BMW X models represented more than 52% of BMW sales in the U.S. Plant Spartanburg produces X3, X4, X5, X5 M X6, X6 M and X7 models for the U.S. market and the world. Nearly 70% of BMW X models produced at Plant Spartanburg are exported to more than 120 markets worldwide. To date, BMW Group has invested almost \$10 billion in the plant, which has undergone five major expansions and now has a production capacity of up to 450,000 vehicles annually, making it the largest BMW Plant in the world. Plant Spartanburg will celebrate 25 years of production later this year.

# # #

#### **BMW Manufacturing Co., LLC**

BMW Manufacturing Co., LLC is a subsidiary of BMW AG in Munich, Germany and is the global producer of the BMW X3, X5, X5 M and X7 Sports Activity Vehicles and X4, X6 and X6 M Sports Activity Coupes. In addition to the South Carolina manufacturing facility, BMW Group North American subsidiaries include sales, marketing and financial services operations in the United States, Canada and throughout Latin America; and a design firm and technology office in California. For more information on BMW Manufacturing, visit [www.bmwusfactory.com](http://www.bmwusfactory.com).

#### **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 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 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.

# # #

**Journalist note:** BMW Plant Spartanburg information is available at [www.bmwusfactory.com](http://www.bmwusfactory.com). Information about BMW Group and its products in the USA is available at [www.press.bmwna.com](http://www.press.bmwna.com) and [www.bmwusnews.com](http://www.bmwusnews.com).

# # #