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BMW Motorrad USA Names Hill Holliday Creative Agency of Record

Woodcliff Lake, NJ – November 6, 2019...BMW Motorrad USA today announced that Hill Holliday has been named its creative agency of record, following a competitive review.

The agency will work collaboratively with BMW Motorrad USA's marketing team to provide strategic recommendations, creative development and implementation of print, digital, and social media initiatives to enhance brand awareness of BMW's comprehensive range of motorcycle models, products and accessories.

"As a technology innovator and global leader in the motorcycle industry, BMW is focused on accelerating our growth in the U.S. market," commented Trudy Hardy, Vice President, BMW Motorrad Americas. "With Hill Holliday, we expect to leverage our grassroots, customer-focused approach to building the BMW Motorrad brand by introducing more riders to our world-class products and our "make life a ride" culture. We are impressed with the creative talent and strategic capabilities that Hill Holliday brings to brand and digital marketing, and we look forward to a successful partnership."

"We are excited to welcome the iconic BMW brand to Hill Holliday and very much look forward to helping build the Motorrad business," said Karen Kaplan, Chairman and CEO of Hill Holliday. "We have wanted to work with Trudy Hardy and her team for a long time and we're delighted to have found the right opportunity. Our team led by Lance Jensen, Lesley Bielby and Chris Wallrapp have a long and storied history when it comes to wheels and engines, and we're honored that BMW connected with our people, our thinking, our work, and our nimble, integrated approach."

Hill Holliday

Fighting the daily share battle in the noisiest categories. It's what we do. Hill Holliday is proud to be one of the top creative marketing agencies in the country, with more than 500

employees across our network. Since 1968, we've built our business by winning that daily share battle for our clients in the most competitive categories. Blending superior creative, media, and technology, we deliver game-changing ideas for such industry leaders as Bank of America, Optum, Party City, Boar's Head, Simple Mobile, Novartis, Cracker Barrel and Frontier Communications. For more about our people, our work, and our culture, please visit www.hhcc.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 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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 149 BMW motorcycle retailers, 121 MINI passenger car dealers, and 38 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.

Information about BMW Motorrad products is available to consumers via the Internet at: www.bmwmotorradusa.com.

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Journalist note: Information about BMW Motorrad and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

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