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BMW, MINI and BMW Motorrad Enthusiasts Have a New Way to Display Their Brand Affinity, Earn Rewards with New Credit Cards from U.S. Bank.

The cards offer spending rewards and convenient technology such as contactless payment capabilities.

Woodcliff Lake, NJ – August 20, 2020... – BMW, MINI and BMW Motorrad enthusiasts have a new way to demonstrate their love of the brand and earn accelerated rewards for their spend, with the launch of a new, contemporary suite of Mastercard credit cards from U.S. Bank.

The new portfolio includes:

- BMW World Mastercard®,
- BMW Precision World Elite Mastercard®,
- MINI World Mastercard® and
- BMW Motorrad World Mastercard®.

In June 2019, U.S. Bank and BMW Group Financial Services NA, LLC announced an agreement to issue credit cards that will deliver enhanced digital experiences and greater value to BMW, MINI and BMW Motorrad enthusiasts. The new cards, which will be issued by Elan Financial Services, a division of U.S. Bank, are now available for new customers at the [BMW](#), [MINI](#), and [BMW Motorrad](#) card websites and at participating dealerships

“Our new credit card offerings are designed to deliver the performance expected from our premium brands. Our customers will experience greater functionality and improved benefits, engaging them and providing a platform for improved loyalty” said Ian Smith, CEO, BMW Group Financial Services NA. “This new card program brings a world-class experience and value that rewards the relationship we have with our customers, and we know our dealerships and customers are going to love it.”

Cardholders now have more ways to earn rewards that can be used at dealerships for parts and service, put toward monthly vehicle payments, or for travel or cash back. Additionally,

the new cards bring significant digital improvements to the customer experience. The completely digital process saves the customer time and allows immediate card access to start generating rewards.

It's as simple as the customer texting a number to receive access to a digital application that's easy to complete and submit, all while in the dealership. The credit decision is nearly instantaneous, and if approved, customers will have immediate access to the credit card to use that day in the dealership for accessories, service, purchase of an extended warranty or insurance products, or to cover fees at lease end.

Cardholders will receive:

- **Up to 5x rewards for purchases at BMW, MINI or BMW Motorrad**
- **Accelerated rewards** on gas and restaurants;
- \$70 annual dealership credit on the BMW Precision World Elite Mastercard;
- **Contactless payment capabilities** that require no swiping or dipping, in addition to an EMV chip and magnetic stripe for maximum convenience;
- **One-click mobile application process** with an instant credit decision for immediate use;
- Ability to use the card to purchase branded merchandise and accessories, parts and service;
- BMW, MINI and BMW Motorrad Credit Card mobile apps to redeem rewards and manage their account from anywhere.

“BMW, MINI and BMW Motorrad are iconic brands that epitomize performance and quality and a rewarding experience for owners,” said Steve Mattics executive vice president of Retail Payment Solutions at U.S. Bank. “These new credit cards were designed to provide world class experiences for cardholders; starting with the streamlined digital application, continuing through to the accelerated rewards on gas and restaurant spend, as well as purchases at the dealership, and complemented by contactless payment capabilities. We are confident these will quickly become go-to cards for owners.”

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About BMW Group Financial Services NA, LLC

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit. BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than \$43 billion in serviced assets and 1,200,000 automotive lending customers across the U.S., BMW Group Financial Services finances more than three-quarters of the BMWs sold or leased in North America. BMW Group Financial Services employs more than 1,000 people, including consultants and service providers, many of whom are located in the Hilliard, Ohio, which serves the U.S.A., Brazilian, Canadian and Mexican markets through its Regional Service Center. In 2001, the

MINI Financial Services division was established to provide support for the brand's dealers and its customers by offering financing and leasing options and branded financial services products.

About Elan Financial Services

Elan partners with nearly 1,400 financial institutions to be America's leading agent credit card issuer. For over 50 years, Elan has offered an outsourced partnership solution that provides financial institutions the ability to offer a competitive credit card program. Elan has developed industry-leading technologies to improve cardmember satisfaction and drive growth, all while sharing the program economics with our partners. For more information, visit www.elanfinancialservices.com/credit-card.

About U.S. Bank

U.S. Bancorp, with more than 70,000 employees and \$547 billion in assets as of June 30, 2020, is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The Minneapolis-based bank blends its relationship teams, branches and ATM network with mobile and online tools that allow customers to bank how, when and where they prefer. U.S. Bank is committed to serving its millions of retail, business, wealth management, payment, commercial and corporate, and investment services customers across the country and around the world as a trusted financial partner, a commitment recognized by the Ethisphere Institute naming the bank one of the 2020 World's Most Ethical Companies. Visit U.S. Bank at www.usbank.com or follow on social media to stay up to date with company news.

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