

BMW Group

U.S. Press Information

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BMW of North America Opens New Vehicle Accessories Center In South Carolina.

- New Facility will “Factory Install” a Range of Vehicle Accessories on the BMW Sports Activity Vehicles Built Nearby at Plant Spartanburg.
- Factory Installation Prior to Dealer Delivery Streamlines the Accessories Installation Process and Shortens Delivery Times, Benefitting Both Dealers and Customers.

Woodcliff Lake, NJ and Greer, SC – November 14, 2022... BMW of North America announced today the official opening of a new Vehicle Accessories Center in Greer, SC which will enable the company to “factory install” a range of vehicle accessories on the BMW Sports Activity Vehicles built nearby at Plant Spartanburg prior to the vehicles being delivered to dealers. The new 60,000-square-foot facility represents an investment of nearly \$25 million and creates about 60 new jobs.

The BMW Vehicles Accessories Center will support all 350 BMW dealers nationwide by installing a full range of exterior and interior accessories including wheels, body parts, decals, M Performance parts, interior trim pieces, floor mats, roof accessories, and more.

“This new vehicle accessories center embodies our commitment to delivering the best premium customer experience in the industry,” said Sebastian Mackensen, President & CEO, BMW of North America. “By factory installing accessories before delivery to the dealer, vehicles arrive already as ordered by customers. This will provide for a more efficient process and quicker delivery times for our customers.”

The facility specifically supports Plant Spartanburg, which currently builds approximately 60% of the BMWs sold in the U.S., including the best-selling BMW X3,

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BMW X5, and BMW X7. The Plant will begin production of the newest BMW X model, the first-ever BMW XM, this December.

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About BMW North 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; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 105 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.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com and www.press.bmwna.com.