

# **BMW Group**

## **U.S. Press Information**

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### **BMW Group in the U.S. Donates \$1 Million to the American Red Cross to Support Those Impacted by the Los Angeles Wildfires.**

**Woodcliff Lake, NJ – January 23, 2025...** The BMW Group in the U.S. is donating \$1 million to the American Red Cross Disaster Relief Fund to support those impacted by the Los Angeles wildfires. The company is a long-standing partner of the American Red Cross and remains committed to supporting the organization's work to care for the people impacted by disasters.

"The BMW Group has very close ties to California and especially in the Los Angeles area where many of our associates live and work in our regional offices and our design center, in addition to many dealers in the community," said Sebastian Mackensen, President & CEO, BMW of North America. "Our thoughts are with everyone who has been affected by the California wildfires, the firefighters who are giving their all, and the organizations who are working so hard to support them all."

BMW's financial donation will further enable the American Red Cross to provide immediate needs to so many affected by the fires. Anyone interested in supporting the American Red Cross's relief efforts in California can do so by visiting [redcross.org](http://redcross.org), calling 1-800-RED CROSS (800-733-2767) or texting the word CAWILDFIRES to 90999 to make a donation.

"The Red Cross is working around the clock to provide help and hope to people across the country impacted by disasters big and small, including wildfires, floods and other crises," said Cliff Holtz, President and CEO of the American Red Cross. "We cannot thank BMW enough for their tremendous generosity as we work together to offer critical relief and comfort to families and communities in dire need."

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**BMW Group in the United States.**

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles and motorcycles in the U.S. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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