

BMW Group

U.S. Press Information

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BMW of North America Celebrates 50 Years and the Opening of a New U.S. Headquarters.

- BMW of North America Officially Began Operations in the U.S. on March 15, 1975.
- Ribbon Cutting Ceremony Marks the Opening of a New U.S. Headquarters in Woodcliff Lake, NJ.
- 200 Chestnut Ridge Road Officially Renamed 200 BMW Drive.
- Iconic BMW Tagline 'The Ultimate Driving Machine®' Turns 50.

Woodcliff Lake, NJ – April 4, 2025... This year, BMW of North America is celebrating 50 years since it began operations as the exclusive importer for BMW automobiles in the U.S. Initially headquartered in Montvale, NJ, BMW of North America took over from the Hoffman Motor Corporation on March 15, 1975. This marked the start of a new era for the brand in the U.S. and laid the foundation for what would become a nationwide business which today includes four renowned brands and 30 business locations in 12 states. Taken together, the activities of the BMW Group in the U.S. currently provide and support over 120,000 jobs and contribute more than 43.3 billion to the U.S. economy annually.

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BMW of North America's first year in 1975 was a humble beginning for the new BMW AG subsidiary, finishing the calendar year with annual sales of 19,419. However, this number already represented a

29% increase over the last full year of sale under Hoffman. The models of the day included the iconic 2002, the Bavaria and the beautiful 3.0 CSi coupe. The enduring advertising tag line: The Ultimate Driving Machine® had just been coined by then BMW of North America advertising agency Amirati and Puris.

Just a few days after beginning business as BMW of North America, two race prepared 3.0 CSLs, campaigned by fledgling BMW Motorsport division, competed in the 12 hours of Sebring proudly wearing windshield banners with the words “Bavarian Motor Works”. In those early days, many Americans thought that BMW stood for British Motor Works and the two very competitive CSL’s quickly corrected the record on the meaning of BMW. The #25 3.0 CSL driven by Brian Redman and Allan Moffat (substituting for Ronny Petersen) took the overall victory and forever cemented BMW’s sporting credentials in the hearts of fans.

Over the next five decades, BMW’s reputation continued to blossom, and the company’s business operations expanded across the U.S. Its product portfolio grew to include BMW Motorrad, MINI and Rolls-Royce. A local financial services organization was established, and ground was broken on a factory in South Carolina that would become the largest single BMW production facility in the world.

“We’ve said it for many years, and yet it cannot be overstated – the U.S. is our second home,” said Sebastian Mackensen, President and CEO, BMW of North America. “The growth of BMW of North America and BMW Group in the U.S. over the past 50 years has not only helped to establish our brands. Our work and success in the U.S. is an integral part of the global business of the BMW Group. BMW has brought a lot to the U.S., but the U.S. has also been the origin of many BMW innovations. Our operations here are a vital hub where American ingenuity and expertise directly influence the products and innovations we deliver globally.”

Beyond traditional automotive sales, marketing, and production operations, BMW Group’s network in the U.S. also includes entities such as Designworks, and BMW Group Technology Office USA, both of which work at the forefront of their fields to bring U.S. influence and perspective back to the BMW Group. The company’s venture capital fund, BMW i Ventures identifies and invests in early to growth-stage companies who are defining the future of automotive, sustainability, manufacturing, and supply chains. Beyond the company’s own corporate footprint, the BMW Group’s four brands are supported by a network of more than 600 dealers in communities across the country.

“The BMW Group feels truly at home in the United States,” said Jochen Goller, BMW AG, Member of the Board of Management. “With a nationwide footprint consisting of nearly 30 locations in 12 different states – from development to production and of course sales & marketing, our business and

commitment in the United States is providing jobs, fostering investments, and driving technological advancements. We look forward to building on this legacy and to continuing our success story for another 50 years.”

BMW of North America’s new U.S. headquarters was reimagined as part of a consolidated and realigned campus focusing on connection and community. The company’s Woodcliff Lake campus, which sits on 63.8 acres, now consists of three buildings – a central building housing the national sales company, its associated functions and financial services, flanked by a second which houses the company’s North American training facilities, and the third supporting engineering and vehicle administration services.

The campus is anchored by the fully renovated central building at 200 BMW Drive, whose two-story entry pavilion provides a monumental sense of arrival through its dramatic structural-glazed façade that extends toward a welcoming and vibrant communal green. The building is planned around this new entryway and a centralized circulation path known as ‘Main Street’ which encourages employee interaction within the building and links directly to a modern full-service cafeteria and food service amenities. People-centric workspaces support workstyle flexibility and foster a collaborative environment to ensure that the company is ready to support the needs and habits of its associates today – and for years to come.

“An ideal on-site work environment enables intensive collaboration,” said Ilka Horstmeier, BMW AG Member of the Board of Management, People & Places. “With the new BMW North America headquarters, we foster cohesion, innovation power, and ultimately growth and success. However, it's not just about where we work, but more importantly, how we work. It's about adopting more agile ways of working, using digital tools and methods, and thereby driving our performance.”

Throughout the building the raw beauty of the exposed concrete structure is complemented by dynamic feature elements: energy-efficient angled LED lighting, saturated graphics, dimensional wood elements, and jewel-tone accents. The careful planning of both individual and collaborative workspaces allows daylight to flow across the floor. Higher ceilings and exposed structures successfully balance light. Collectively, these design decisions create a healthy and comfortable atmosphere that encourages focus, collaboration, and success.

Further adding to the building’s aesthetic are over 25 significant works of art which were uncovered during the renovation are now on display throughout the building. These include works by notable artists including Guatemalan-born abstract painter Alfred Jensen and American figurative artist Alex Katz. Jensen’s work is characterized by grids of brightly geometric patterns and forms, is part of the permanent collections within the MOMA and Guggenheim in New York. Katz is well known for his

paintings and prints which are on parts of the permanent collections of over 100 museums across the U.S.

“BMW has been an integral part of the American automotive landscape for 50 years, bringing innovation, performance, and luxury to drivers across the nation,” said Woodcliff Lake Mayor Carlos Rendo. “In recognition of this milestone, we celebrate and commend BMW for five decades of excellence, investment, and innovation in the United States. May the next 50 years continue to build upon this legacy of success and progress!”

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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 in the U.S. BMW Motorrad was brought into the fold in 1980. 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, 144 BMW motorcycle retailers, 105 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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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusnews.com www.miniusanews.com and www.press.bmwna.com