

## **BMW Financial Services North America Recognized by JD Power for Highest Customer Satisfaction Among Premium Automotive Financing Providers.**

- BMW Financial Services North America offers custom finance programs, flexible leasing options, and comprehensive protection plans, all at your fingertips. “All In. Simply Smart.”

**Woodcliff Lake, N.J. — May 11, 2026...** BMW Financial Services North America announced that it has been ranked #1 in customer satisfaction among premium automotive financing providers in the JD Power 2025 U.S. Automotive Financing Satisfaction Study<sup>SM</sup>. The JD Power study evaluates customer satisfaction across eight core dimensions (in order of importance): level of trust with provider; loan/lease offering met needs; experience managing my loan/lease; keeps me informed about my loan/lease; experience obtaining loan/lease; makes it easy to do business with; digital channels; and people.

BMW Financial Services North America’s strong performance underscores the effectiveness of the company’s All In. Simply Smart. approach, which removes complexity from automotive financing while maintaining the premium standards customers expect from BMW. Designed to simplify the financing journey, the program brings together competitive offers, clear communication, digital convenience, and personalized solutions that make it easier for customers to select, manage, and enjoy their BMW.

“Being recognized by JD Power is a powerful demonstration of our strategy and our commitment to putting customers at the center of everything we do,” said Ole Jensen, President & CEO, BMW Group Financial Services North America. “This award reflects the dedication of our teams, our ongoing investments in intuitive digital tools, and flexible financial solutions that elevate the BMW ownership experience.”

BMW Group Financial Services North America supports BMW and MINI customers and dealers nationwide with innovative financing and leasing options tailored to evolving customer needs. Through All In. Simply Smart., the company delivers confidence and clarity at every stage of the leasing and ownership lifecycles.

The JD Power 2025 U.S. Automotive Financing Satisfaction Study is based on responses from thousands of vehicle buyers and lessees nationwide and is widely regarded as a leading benchmark for customer experience in automotive finance. BMW Financial Services North America received the highest score in a tie in the premium segment of the JD Power 2025 U.S. Automotive Financing Satisfaction Study, which measures customers’ satisfaction with their auto finance provider. Visit [jdpower.com/awards](https://www.jdpower.com/awards) for more details. For more information about BMW Financial Services North America visit [BMW Financial Services – BMW North America](#).

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**BMW Financial Services North America, LLC**

BMW Financial Services North America was established in the U.S. in 1992 to support the sales and marketing of BMW Group products. Since then, the company has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit. BMW Financial Services North America offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW Group customer. The company also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With nearly \$50 billion in serviced assets and over 1,100,000 automotive lending customers across the U.S., BMW Financial Services North America finances more than half of the BMW sold or leased in North America. BMW Financial Services employs more than 900 people, many of whom are located in Columbus, Ohio, serving the U.S. and Canadian markets. 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.