

BMW Manufacturing Co., LLC

Press Information

BMW Manufacturing Announces 2010 Export Value: More than \$4 Billion Annually

Remains largest vehicle exporter from the U.S. to non-NAFTA markets

Spartanburg, S.C. – February 16, 2011...BMW Manufacturing Co. announced today that the export value of its passenger vehicles through the Port of Charleston in 2010 totaled \$4.42 Billion. According to data from the U.S. Department of Commerce, the value of BMW exports confirms the company's Spartanburg facility as the largest vehicle exporter from the U.S. to non-NAFTA countries. In 2010, over 110,000 vehicles were exported from its South Carolina plant.

BMW's plant in Spartanburg currently produces approximately 1,000 vehicles each day and is the exclusive exporter of passenger vehicles through the Port of Charleston to more than 130 global markets. In 2011 the plant is projected to increase annual capacity by 50% to about 240,000 vehicles, and will continue its strong export activity, as this will mark the first full year of production of the new X3 and initial demand for the product is extremely favorable.

"BMW vehicles manufactured in South Carolina were a major contributor to the company's success in 2010," said Josef Kerscher, president of BMW Manufacturing Co. "Consistently strong, global demand for the X5 and X6, and now the all-new X3 to global markets, has led to a net increase in our export volume through the port."

The plant originally began vehicle production in 1994. In the last 17 years, BMW has produced over 1.7 million vehicles and, today, exports about 70% of the BMW X3 and X5 Sports Activity Vehicles as well as the X6 Sports Activity Coupe.

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BMW Manufacturing Co. is a subsidiary of BMW AG in Munich, Germany, and is the global producer of the BMW X3 and X5 Sports Activity Vehicles and X6 Sports Activity Coupe. In addition to the South Carolina manufacturing facility, BMW North American subsidiaries include sales, marketing and financial services operations in the United States, Canada and throughout Latin America; and a design

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firm and technology office in California. For more information on BMW Manufacturing, visit www.bmwusfactory.com.

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BMW Group In 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; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 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.



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