



BMW Earns “2010 TOP SAFETY PICK” Award for 5 Series Sedan

5 Series Receives Highest Rating of “Good” for Frontal Offset, Roof Strength, Side Impact and Rear Crash Protection in IIHS Tests

Woodcliff Lake, NJ – July 29, 2010... BMW of North America today announced that the Insurance Institute for Highway Safety (IIHS) declared the 2011 BMW 5 Series Sedan a 2010 Top Safety Pick. The new 5 Series earned the top rating of “Good” based on its performance in each of the Institute’s crash tests.

Receiving the 2010 Top Safety Pick for the 2011 BMW 5 Series Sedan is one of numerous awards BMW has earned from the IIHS over the years. In fact, as a result of tests conducted in 2008, the 2009 BMW 3 Series Sedan, as well as the X3 and X5 Sports Activity Vehicles[®] earned the IIHS Top Safety Pick.

“Safety has long been a priority for BMW, so earning a Top Safety Pick from IIHS means a great deal,” said Jim O’Donnell, president of BMW of North America, LLC. “The press has praised the car, and our consumers have eagerly awaited its arrival in showrooms. This award demonstrates that we left no stone unturned in the development of the all-new 2011 5 Series Sedan.”

“The new 5 Series integrates the latest crash avoidance technology with outstanding crashworthiness in a beautiful package that inspires confidence and peace of mind,” added Tom Baloga, vice president of Engineer US for BMW. “Advanced materials, sophisticated design techniques, and state-of-the-art testing succeeded in delivering a fantastic new 5 Series that will become the benchmark for every premium model in this segment.”

The Institute rates vehicles “Good,” “Acceptable,” “Marginal” or “Poor” based on performance in high-speed Frontal Offset and Side Impact crash tests, as well as an evaluation of the vehicle’s Rear Crash Protection/Head Restraints, which protect against neck injuries in rear impact crashes. A stringent new Roof Strength test was added in 2009. In order for a vehicle to become a Top Safety Pick, it must earn “Good” ratings in all four Institute tests. Additionally, as of 2007, winning vehicles must also offer electronic stability control – a standard feature on all BMW vehicles since model year 2000, known as Dynamic Stability



Control. The IIHS requires this feature based on Institute research indicating that stability control significantly reduces crash risk, especially the risk of fatal single vehicle crashes, by helping drivers maintain control of their vehicles during emergency maneuvers.

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 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 centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 97 MINI passenger car dealers, and 31 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.

The BMW Group

With its three brands – BMW, MINI, and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled euro 50.68 billion. At December 31, 2009, the BMW Group had a workforce of approximately 96,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For

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these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last five years.