IMMEDIATE RELEASE

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BMW GROUP DESIGN TEAM RECEIVES THE iF DESIGN AWARD 2004 FOR OUTSTANDING DESIGN EXCELLENCE FROM THE INTERNATIONAL FORUM DESIGN FOR THE X3, THE 5 SERIES AND THE SLIDECARVER

Munich/Los Angeles – March 31, 2004 … The iF International Forum Design, a design firm based in Hannover, Germany, has chosen the BMW Group Design Team to receive its iF award for outstanding design excellence for the X3, the 5 Series and the Slidecarver. The iF award, judged by a jury composed of internationally-renowned designers, is one of the most widely watched design competitions worldwide.

There were 1,458 overall contestants from over 32 countries for the coveted iF seal of design excellence. Under the chairmanship of Fritz Frenkler, the distinguished jurists chose the winning entries in the disciplines of “Communication Design” (consisting of the subcategories of Digital Media and Graphic Design), “Product Design”, “Packaging Design”, “Public Design”, “Transportation Design” and the student-based “Concepts” discipline. The iF award has been awarded annually since 1954.

From the sleek sophistication of the new 5 Series to the contemporary, sporty silhouette of the X3 Series and the polished agility of the SlideCarver, each of the BMW products recognized by the iF International Forum Design has staked out its own unique niche in the global design world.

The dynamic 5 Series, with its distinct curved headlight clusters and coupe-like greenhouse, is renowned for its synthesis of the best in innovative automotive technology, including a remarkable new steering ability created by the pioneering Active Steering system.

The X3 Series combines the characteristic proportions of a Sport Utility Vehicle with a uniquely modern design language, including the newly interpreted, classic "Hofmeister

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kink" in the rear side windows, the newly designed double kidney grille, gracefully sloping roofline and boldly flared wheel arches.

Designed by the Design Team BMW Group in conjunction with DesignworksUSA, the California-based international strategic design consultancy owned by BMW Group, the sculptural, nimble SlideCarver epitomizes the grace of harmonious motion.

The iF awards are only the latest design accolades enjoyed by BMWGroup. The new 5 Series and the BMW Slidecarver, along with the Z4 roadster, recently won the Chicago Athenaeum Museum of Architecture and Design's 2003 "Good Design" Award in the product design category. This prestigious international industrial and graphic design competition is held annually.

IF International Forum Design

iF International Forum Design provides a broad range of design-related services, and has been internationally known thanks to their iF design award, which has been staged since 1954. Today, this award is regarded as one of the most important design competitions worldwide, attracting over 1,800 entries from 30 different countries every year. iF competitions are based on clearly formulated, transparent participation conditions and evaluation criteria that have been adopted by numerous organizers worldwide.

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, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm 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 Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 76 MINI passenger car dealers, and 25 ROLLS-ROYCE

Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwusa.com
www.bmwmotorradusa.com
www.miniusa.com
www.rolls-roycemotorcars.com

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: www.press.bmwgroup.com.

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