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BMW X3 WINS 2004 ALCAN WINTER RALLY
BMW X3s Finish 1 –2 in World's Longest, Coldest Rally

Woodcliff Lake, New Jersey, March 4, 2004... BMW X3 Sports Activity Vehicles finished first and second in the 20th anniversary 2004 Alcan Winter Rally, the world's longest and coldest rally. The winning team, captained by *Automobile Magazine's* Ronald Arhens included driver Gary Webb and navigator Peter J. Schneider. The second place effort was lead by *BMW CCA Roundel* editor-in-chief, Satch Carlson and included pilot Henry Joy and navigator Russ Kraushaar. Given the harshness of the conditions, the third BMW X3 team performed bravely and selflessly, led by *Bimmer Magazine's* Mike Miller and included driver Paul Duchene and navigator Katy Wood. The BMW X3s jumped out to an early lead on the first day and maintained that lead throughout the eight-day competition.

This grueling contest covers some of the most treacherous roads in North America. The teams began in Seattle, Washington on February 18th, included a stop in Whitehorse, Yukon Territories, Canada and crossed the finish line nearly 5,000 miles later in Anchorage, Alaska on February 26th. The contest consisted of traditional rally time - speed-distance tests, steep hill-climbs and descents as well as a number of ice-racing competitions. Through it all, the BMW X3s took everything the teams asked of them in stride.

"Everybody in the BMW Brigade was impressed with the X3... the speed and handling of the vehicles, especially on the ice, was phenomenal--that's what let us take the lead from Day One," noted *BMW CCA Roundel* editor-in-chief Satch Carlson. "With a three-person crew, other things become important after a few thousand miles. We had room for three people, plus all the Arctic gear we'd need for a week, plus photographic equipment, tools and safety equipment. In fact, the luxury was an ironic contrast to the stark Arctic environment around us; we were cocooned in warmth and safety in the middle of a vast, barren plain of ice."

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The BMW X3 is ready for any passion, any weather, any corner, any pace. The Alcan Rally's blend of cold and icy conditions, torturous roads and test of handling prowess proved perfect fodder for BMW's newest Sports Activity Vehicle by providing all four in abundance. The X3 offers BMW levels of performance and handling as well as outstanding traction thanks to its all-new xDrive all-wheel drive system.

"Who but BMW would pluck vehicle's of this type off the showroom floor, enter them into such a grueling contest... and win," noted Tom Purves, Chairman and CEO of BMW (US) Holding Corp. "This remarkable accomplishment is a testament to the ruggedness and handling capabilities of the X3, not to mention the skill and determination of the teams."

This outstanding result would not have been possible without the generous support of the team sponsors, BMW Original Parts, BMW Financial Services, Snap-on Tools and Hella, Inc.

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