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BMW Biggest Winner of "Readers' Choice All-Star" Awards In Automobile Magazine's Annual Survey

Woodcliff Lake, New Jersey, April 16, 2002… Automobile Magazine readers awarded BMW more "Readers' Choice All-Star" awards than any other manufacturer in the May 2003 issue. In the annual poll, BMW models again won 4 of 14 awards voted by Automobile Magazine readers:

Best GT	BMW M3
Best Sport Sedan	BMW M5
Best Mid-Size Sport Utility Vehicle	BMW X5
Best Luxury Car Over $40,000	BMW 7 Series

In the earlier poll of Automobile Magazine editors, BMW models captured four awards:

Best Luxury Car Under $40,000	BMW 3 Series
Best GT	BMW M3
Best Sport Sedan/Wagon	BMW M5
Best Luxury Car Over $40,000	BMW 7 Series

It was the 12th consecutive year that the editors of Automobile Magazine have chosen at least one BMW model among its prestigious list of All-Stars.

This Reader's Choice Award brings to six the number of All-Star awards won by a BMW M3. A reader wrote, "It's a wolf in sheep's clothing. Wait – it's a wolf in an Armani suit."

For the fourth year in a row since its introduction, the BMW M5 was named Best Sport Sedan in both the reader's and the editor's poll. One reader wrote about the

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M5; "You can pick up your mother-in-law from her bridge game and smoke the Mustang driven by the high-school boy on the same trip." The products of BMW M have, to date, received 14 All-Star awards.

Also for the third year in a row since its introduction, the X5 Sports Activity Vehicle was named an All-Star for Best Mid-Size Sport Utility Vehicle.

The readers of Automobile joined with the editors in naming the BMW 7 Series the Best Luxury Car Over $40,000. A reader put it best when he said of the 7 Series, "It represents the future of luxury car thinking."

These most recent Readers' Choice awards brings the total number of Automobile All-Star awards to 47.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW and MINI brands and Rolls-Royce Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. 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 car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers, and 70 MINI 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 http://www.bmwusa.com http://www.bmwmotorcycles.com and http://www.miniusa.com

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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