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HEAVENLY CREATURES HELP BMW SELL NEW BMW X5 WITH xDrive TECHNOLOGY

Animator of Finding Nemo and Ice Age tapped to create BMW's Angels

Woodcliff Lake, NJ, October 27, 2003… BMW of North America is taking a different road to introduce consumers to its new X5 with xDrive technology. Unlike its traditional, more serious toned performance spots, the automaker's "Angels" uses a light-hearted approach to demonstrate the 2004 X5's new xDrive technology, which allows 100% of the power to be routed to the rear wheels to maintain legendary BMW rear-wheel drive agility.

With characters created by world-renowned designer Peter de Sève, the acclaimed Hollywood character designer for blockbuster feature films including Finding Nemo and Ice Age, the spot uses the animated Angels as a metaphor for the xDrive technology. The :30 spot for BMW begins airing November 3.

The spot opens with four computer generated "guardian angels" descending on the new BMW X5, each claiming a wheel. An angel team leader barks out commands via a headset to the other three who respond "Got It," and "I'm on it," as they navigate confidently through water, ice and a giant mud patch. The spot ends with the team leader exclaiming that he loves his job – while wiping mud away from his face.

"For years, BMW has been perfecting the technology that make its cars the Ultimate Driving Machine," said Jim McDowell, Vice President of Marketing for BMW of North America. "The use of animated angels lets us clearly demonstrate how xDrive technology enhances the driving performance, experience and safety of the new X5 model."

Also sporting a "facelift" redesign, the X5 print execution has all four angels at each of their respective wheels with the caption "It's like having four little guardian angels incessantly watching over your traction." Print will appear in magazines and newspaper in November.

Three-foot Angels will adorn each wheel of the 2004 X5 to reinforce the new xDrive technology message in BMW showrooms across the country.

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 73 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:
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