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BMW Z4 Recognized as Most Stylish Car of 2003

Woodcliff Lake, New Jersey, June 5, 2003 … Fashion website, eCityofStyle.com, selected the 2003 Z4 roadster 3.0i as one of the most stylish cars introduced in 2003. Out of a field of 200 luxury models, and 25 finalists, the Z4 was chosen as one of five winners, which are selected based on several factors including exterior and interior style, innovative details, fun-to-drive factor, product exclusivity and the car's overall envy quotient. Notably, the Z4 is the least expensive of the five award winners.

The all-new design of the Z4 is based on highly three-dimensional forms and the interplay between convex and concave surfaces, including two beltlines, a "twisting shoulder" and cut lines that don't just separate sections of the body, but are visual treats in and of themselves.

The Z4 has had more than its share of awards and accolades since its introduction in October, 2002, such as Automobile Magazine's "Design of the Year" for 2002 and a 2003 AMES award for environmentally safe 2003 model year products. Motor Trend magazine declared, "…the Z4 represents a bold new direction…" and Sports Car International gushed, "…the Z4 is nothing less than mesmerizing."

"Most auto awards focus on the practical aspect and overall functionality of the current model cars," said Ken Panton, editorial director of eCityofStyle.com. "in developing our auto award, we wanted to spotlight the cars based solely on their aesthetic sensibility", he added.

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

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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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