

IMMEDIATE RELEASE

Maureen O'Connell
Cubitt Jacobs & Prosek Communications
203-378-1152, ext. 130 / maureen@cjpcom.com

INNOVATIVE INTERIOR BIKE RACK DEBUTS ON NEW BMW X3

Integrated System Transports Up To Two Bikes

Woodcliff Lake, NJ - November 17, 2003 ... Taking to the trails is easier with the optional interior bike rack integrated into the all-new BMW X3 Sports Activity Vehicle. Designed to fit the spacious variable load cargo area in BMW's newest SAV, the innovative bicycle carrier system complements the ready-for-anything spirit of the BMW X3 driver. The system is able to transport up to two mountain or racing bicycles while protecting them from the elements or possible theft and also eliminates problems associated with low overhead clearance.

BMW's new bike rack features two adjustable aluminum fastening rails that are mounted on the rear cargo floor. The interior bike rack system is designed to hold one or two bicycles utilizing special parts designed to work with the built-in cargo fastening rails. The bicycle is positioned upright and firmly attached to the rails using lateral traverses. The front wheel is then secured to the bicycle frame with lashing straps.

The interior bike rack retails for \$275. The interior cargo rails are standard in the X3 3.0i, and on the X3 2.5i when equipped with the optional premium package.

The bike racks will be on sale to coincide with the on-sale date of the BMW X3 in February 2004. To locate a BMW dealer, log onto www.bmwusa.com.

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

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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:

www.bmwusa.com

www.bmw Motorradusa.com

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www.press.bmwgroup.com

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