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**Experience a BMW 328i for a long weekend thanks to the new BMW on Demand USA service from BMW Group Financial Services**

**New premium online vehicle reservation service in the New York Tri-State area provides consumers with a flexible vehicle usage model at the premium level.**

**Woodcliff Lake, NJ, September 21, 2012…** New YorkTri-State residents and visitors looking for a great way to get away for a weekend can now do so in a new BMW 328i as BMW Financial Services today kicks off Fall Weekend Specials (four days for the price of three) through its unique BMW on Demand USA™ service.

Starting today, the Fall Weekend Special invites consumers to experience the 328i for a flexible four-day weekend with unlimited mileage.  Consumers will have the choice of experiencing the 328i from Thursday morning through Monday morning or from Friday morning through Tuesday morning.

BMW on Demand USA, a division of BMW Financial Services North America LLC, offers consumers a chance to experience the exhilaration of the all new, fully loaded 328i luxury sports sedan which is powered by BMW’s state-of-the-art four-cylinder Twin Power Turbo engine. Each reservation includes mileage allowances, insurance coverage and an E-ZPass® transmitter. Customers will be responsible for refueling.

This recently launched user-friendly reservation website ([www.bmwondemandusa.com](http://www.bmwondemandusa.com)) provides consumers in the NY metropolitan region with flexible vehicle usage options and a one-of-a-kind way to experience the recently introduced BMW 328i, for an afternoon, evening, day or – now an extra-long – weekend.

“BMW on Demand USA provides consumers with a unique opportunity to experience the brand or spend a longer time behind the wheel than in the typical test drive,” explained Shaun Bugbee, Vice President of Sales and Marketing at BMW Group Financial Services.

“BMW on Demand USA goes beyond any existing luxury rental service in this market,” explained Bugbee. “BMW on Demand USA is positioned between car sharing and a rental program with the BMW center actively involved in providing the ultimate customer experience.  
  
”The new online vehicle reservation service has been well received by participating BMW centers and consumers alike, allowing for more opportunities to turn customers into fans by providing a unique premium and exhilarating experience behind the wheel of the Ultimate Driving machine on their terms. One of BMW on Demand USA’s first customers said, “Great experience overall, I would recommend this service. Even my wife became a fan as a passenger.”

**About BMW Group Financial Services**

BMW Group Financial Services was established in the U.S. in 1992 to support the sales and marketing of BMW products. Since then, the Group has expanded to provide service to markets in multiple countries and continues to evolve beyond its role as a captive finance unit.

BMW Group Financial Services offers a wide range of leasing, retail and commercial financing and banking products tailored to meet the needs of the BMW customer. The Group also provides financing to BMW dealers for expanding dealership capabilities and enhancing overall operations. With more than $34 billion in serviced assets and 1,000,000 automotive lending customers across the U.S., Canada and Mexico, BMW Group Financial Services finances almost three-quarters of the BMWs sold or leased in North America.

BMW Group Financial Services employs more than 800 people, including consultants and temporary workers, most of whom are located in the Hilliard, Ohio Regional Service Center which serves the U.S., Canada and Mexico.

In 2001, the MINI Financial Services division was established to provide support for the brand’s dealer and customer networks by offering various financing and leasing options. Alphera Financial Services was established in 2006 to provide financial services to dealers who are not part of the BMW and MINI networks.

BMW Group Financial Services also offers credit card products through its subsidiary, the BMW Bank of North America. up2drive.com is a division of BMW Bank of North America, a wholly-owned subsidiary of BMW Financial Services NA, LLC. BMW Insurance Agency, Inc., a property and casualty producer, is also part of BMW Group Financial Services.

Information about BMW Group products is available to consumers via the Internet at:  
  
[www.bmwgroupna.com](file:///\\www.bmwgroupna.com)   
[www.bmwusa.com](file:///\\www.bmwusa.com)   
[www.bmwmotorradusa.com](file:///\\www.bmwmotorradusa.com)   
[www.miniusa.com](file:///\\www.miniusa.com)   
[www.rolls-roycemotorcars.com](file:///\\www.rolls-roycemotorcars.com)