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BMW Financial Services NA, LLC

Media Contact:

Steve Bottieri, BMW Financial Services

Email: steven.bottieri@bmwfs.com

Phone: 201-307-4247

BMW Financial Services Surprises Customer With Trip of a Lifetime *Local Fort Myers Woman Heading to Rio to cheer on Team USA*

Fort Myers, FLA. August 8, 2016 – BMW Financial Services has surprised one lucky customer with two tickets to watch Team USA live at the Olympic Games in Rio de Janeiro. The tickets were handed out at an Olympic-themed celebration at BMW of Fort Myers. The Gold medal prize includes 5 days and 4 nights in Rio, and tickets to some of the most exciting and competitive events including men and women’s gymnastics, swimming, women’s platform diving, and the men’s quarterfinal basketball game.

“We’re proud to support Team USA,” said Nina Englert, Vice President of Sales and Marketing for BMW Financial Services. “It’s our goal to take our customers Beyond the Drive™, and what better way than by rewarding a customer with tickets to cheer on Team USA at the Olympic Games in Rio.”

In addition to the Gold medal winner, BMW Financial Services also awarded Silver and Bronze prize packages in the form of statement credits. This marks the second time BMW Financial Services has provided tickets to the Olympic Games. The first winner attended the 2012 Olympic Games in London.

BMW Financial Services enhances customer experiences through unique and exclusive ways including ‘surprise and delight’ prizes as part of taking customers Beyond the Drive.™ All 2016 winners were chosen at random from the BMW Financial Services customer database.

Company

BMW Financial
Services NA, LLC

BMW Group Company

Mailing Address

PO Box 1227
Westwood NJ 07675-
1227

Office Address

300 Chestnut Ridge Road
Woodcliff Lake NJ
07677-7731

Telephone

201 307 4000

Fax

201 307 4095

Internet

bmwusa.com

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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 \$47 billion in serviced assets and 1,300,000 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 who 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 dealers and its customers by offering financing and leasing options and branded financial services products. Alphaera Financial Services was established in 2006 to provide financial services to multi-brand dealers.

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

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

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