



BMW Named “Official Luxury Car of the Houston Texans” in Four-Year Partnership

Woodcliff Lake, NJ – October 3, 2011... BMW of North America and the NFL’s Houston Texans announced today that BMW has been named the “Official Luxury Car of the Houston Texans,” as part of a four-year partnership, kicking-off this weekend with the Texans’ game versus the Pittsburgh Steelers and continuing through July 2015.

“As one of the most valuable franchises in not just the NFL, but the world*, the Texans and Reliant Stadium are an ideal partner for BMW,” said Gene Donnelly, Vice President, Southern Region, BMW of North America. “The loyalty and devotion exhibited by the team’s die-hard fans is reminiscent of the affection we receive from BMW enthusiasts. That connection is what makes this partnership a perfect match and we look forward to sharing the BMW experience with the fans.”

As the Texans’ official luxury car, beginning immediately BMW vehicles will be on display in four prominent areas throughout Reliant Stadium’s Club Level during each home game. Additionally, BMW will sponsor a variety of consumer-driven experiences and events geared to the Texans’ loyal fans — offering them the opportunity to enjoy and interact with the Ultimate Driving Machine® like never before.

“We are excited to partner with the world’s premier luxury car maker, BMW,” said Houston Texans President Jamey Rootes. “Both the Houston Texans and BMW are committed to providing the ultimate experience for our large and deeply loyal bases of ‘fans,’ and we look forward to working with them to deliver even greater value for our customers and our community.”

In addition to BMW’s presence at Reliant Stadium and event sponsorships, the partnership incorporates the BMW brand with the Texans’ various online and broadcast channels, including online digital banners, integration with the team’s social media outlets and broadcast spots on the Texans Radio Network and KTRK-TV’s “Inside The Game.”

(*Forbes, July 2011)

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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