



COMPANY PROFILE

The Automotive Industry

BMW Group of North America

HEADQUARTERS INFORMATION

BMW Group of North America

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www.bmwusa.com

www.bmwmotorcycles.com

www.miniusa.com

www.rolls-roycemotorcars.com

FISCAL YEAR

January - December

KEY PERSONNEL

- President & CEO, BMW North America, LLC – Jim O’Donnell
- President, Rolls Royce Motor Cars NA LLC - Paul Ferraiolo
- EVP, Sales & Operations (for both BMW & MINI) – Peter Miles
 - VP Aftersales - Dan Creed
 - General Manager, New Car Sales - Rich Brekus
 - VP, Western Region – Bob Frisch (909-975-7300)
 - Sales and Marketing Manager, Western Region - Jeff Beyers (909-975-7300)
 - Field Marketing Manager, Western Region – Kevin Rivera (909-975-7393)
 - Area Manager, (Irvine, Orange County) – Sadir Haji
 - Area Manager, LA East – Mark Walsh
 - Area Manager, Bay Area East – Luis Garcia
 - Area Manager, San Diego – Janette Cook
 - Area Manager, Pacific Northwest – Dave Holcomb
 - Area Manager, Colorado – Dan Lesley
 - VP, Central Region – Arturo Pineiro (847-310-2727)
 - Sales and Marketing Manager, Central Region – Peter Witt (847-310-2700)
 - Field Marketing Manager - Alexandra Schwanebeck (847-310-2700; ext. 6910)

- Area Manager, Michigan – John Sullivan
 - Area Manager (Cincinnati, IN) - John Aurigemma
 - Area Manager (Cleveland, Columbus) – Gerry Notara
 - Area Manager (Dayton, Pittsburgh, PA) - Scott Preysler
 - Area Manager, (N. Chicago, Milwaukee) – Bob Hardy
 - Area Manager, S. Chicago (IL, Central area) – Laura Towey
- VP, Eastern Region - Wayne Orchowski (201-573-2000; wayne.orchowski@bmwna.com)
 - Sales and Marketing Manager, BMW, Eastern Region – David Dunkin (Asst. Margaret Walen 201-571-5136)
 - Field Marketing Manager, Eastern Region – Christine Mckillips
 - Field Marketing Rep, Mass – David Rose (781-449-2895)
 - Area Manager, New York City – Mike Demarco
 - Area Manager, Massachusetts - Paul Pedenski
 - Area Manager, Philadelphia - Marty Caulfield
 - Area Manager, Washington DC – Peter Brandt
 - Sales & Marketing Manager, Mini, Eastern Region – Jerry Matthews (201-571-5153; Asst. Toni)
 - Area Manager, Mini (Massachusetts) – Paul Macerone (800-626-2436 ext. 6341)
- VP, Southern Region - Gene Donnelly (770-552-3800)
 - Sales and Marketing Director, Southern Region - Hank Schoeler (770-552-3800)
 - Area Manager, Dallas – David Lee (800-626-2484)
 - Area Manager, South Florida - John Ciontea
- VP, MINI USA - Jim McDowell (201-307-4101; jim.mcdowell@bmwna.com)
 - Sales Manager, MINI USA – Steve Saward (201-307-3819; steve.saward@bmwna.com)
 - Marketing Manager, MINI USA - Trudy Hardy (201-307-4190; trudy.hardy@miniusa.com)
 - MINI Marketing Communications Manager - Kate Alini (kate.alini@bmwna.com)
 - Shows & Events Manager, MINI - Gina Koutros (201-307-4105)
- VP, BMW Motorrad USA - Pieter de Waal
- VP Marketing - Jack Pitney (201-307-3792; jack.pitney@bmwna.com)
 - National Marketing Manager - Helen Limpitlaw (201-307-4291; helen.limpitlaw@bmwna.com)
 - Experiential Marketing Manager - Darcy Hala (201-307-3207; darcy.hala@bmwna.com)
 - Manager of Marketing Communications, BMW – Patrick McKenna (201-307-3950; patrick.mckenna@bmwna.com)
 - Internet Marketing Manager - Joe Torpey (201-594-3330; joe.torpey@bmwna.com)
 - Media Communications Manager – Ken Bracht (201-307-4167; ken.bracht@bmwna.com)
 - Marketing Manager, Pre-Owned Cars - Joan Horst (201-307-8584; joan.horst@bmwna.com)
- VP, Corporate Communications - Tom Kowaleski
 - Manager, BMW Corporate Communications - Tom Salkowsky (201-307-4114; Thomas.Salkowsky@bmwna.com)
 - Manager, MINI Communications – Nathalie Bauters (201-930-3166; nathalie.bauters@miniusa.com)
 - Manager, Corporate Communications, Rolls Royce - Karen Vonder Muelen (201-307-3788; karen.vondermeulen@rolls-roycemotorcarsna.com)
 - Manager, BMW Motorrad USA Communications - Laurence Kuykendall

BASIC COMPANY INFORMATION

- is a leading importer of luxury and performance vehicles
- has been present in the US since 1975 and Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003
- 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 Sports Activity Vehicles and X6 Sports Activity Coupes
- BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 83 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers
- BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey
- the BMW X3 targets 25- to 35-year singles, couples and couples with their first child while the BMW Series 1 targets younger, less financially secure consumers
- budget is set in June
- spent \$150 million in measured media in the U.S. in 2008, roughly in line with what it invested in 2007
- Universal McCann is its agency of record, having won out over the incumbent, Omnicom Group's GSD&M Idea City in May 2009
 - GSD&M remains the lead national creative agency for the automaker
- has used television and print as its main forms of advertising media in the past
 - in 2008, up to 1/2 of the company's campaign budget for models targeting young consumers will be spent online while the online portion of total ad budgets for models targeting other consumers will be closer to 15%
 - will spend no more than 25 percent of its budget on TV, a medium the company says is costly and doesn't effectively market to the brand's buyers
- next major anniversary will be their 35th in 2010
- has suffered along with most other carmakers during the recession
 - all told, for the first four months of 2009, BMW said its flagship brand sales slumped 22 percent (317,722 cars)
- is shifting its strategy toward used sales during the recession in 2009
 - is using financing incentives to encourage U.S. sales of certified used vehicles that can offset falling sales of high-end cars and sport-utility vehicles
 - sees opportunity in used-car sales, because it offers an alternative to leasing for customers who can't afford to finance the purchase of a new car
 - BMW brand certified used vehicles sales rose 24 percent in January and February 2009 to 19,000, while new-car sales fell 29 percent to 25,211
 - many of the customers buying the certified pre-owned vehicles are BMW lease customers returning their cars
 - certified used vehicles maintain brand loyalty with customers who are likely to buy new cars in the future
 - extra demand for so-called certified pre-owned vehicles improves values of vehicles coming off a lease, which ultimately allows for lower payments
 - although BMW new-car sales in the U.S. fell 15 percent in 2008, the company's certified pre-owned sales rose to a record 104,000 units
 - expects those sales to rise 15 percent to 20 percent in 2009
 - result is that dealership sales of all BMW brand vehicles fell only 7 percent in 2008
- BMW Group in the U.S. (BMW and MINI combined) reported April 2009 sales of 19,362 vehicles, a decrease of 38.4 percent from the 31,448 vehicles sold in the same month of 2008
 - also reported a year-to-date sales volume of 70,606 vehicles, down 29.4 percent, compared to 99,977 vehicles sold in the same period a year ago
 - despite the negative development in April, both BMW and MINI continue to track better than their market segments year-to-date
 - sales of BMW brand vehicles decreased 41.3 percent in April for a total of 15,705 vehicles compared to 26,735 vehicles reported in the same month in 2008



- BMW Financial Services NA, LLC
- DisignWorks/USA, Inc.
- BMW Manufacturing Co., LLC

NEW MODELS

- 2011 BMW 1-series-based X1 crossover (2010)
- 2011 BMW X3 (2010)
- 2010 MINI Cabrio Convertible (March 2009)
- 2010 BMW Redesigned 7 Series (late March 2009)
- 2010 BMW Z4 Roadster (May 2009) - is replacing the Z4 coupe and soft-top roadster with a single model that has a retractable two-piece hard top, a feature that will position the new Z4 better against luxury competitors

OTHER MAJOR MODELS

- Automobiles
 - BMW models
 - ☑ 3 Series
 - Sedan
 - Coupe
 - Convertible
 - Sports Wagon
 - ☑ 5 Series
 - Sedan
 - ☑ 6 Series
 - Coupe
 - Convertible
 - ☑ 7 Series
 - Sedan
 - ☑ X3 Sports Activity Vehicles
 - ☑ X5 Sports Activity Vehicles
 - ☑ Z4 Roadsters
 - ☑ M Models
 - Coupe
 - Convertible
 - MINI Cooper
 - ☑ MINI Hardtop
 - ☑ MINI Convertible
 - ☑ MINI Clubman
 - ☑ MINI John Cooper Works
 - Rolls-Royce
- Motorcycles
 - F Series
 - K Series
 - R Series



MARKETING INFORMATION

- its Mini USA division launched a campaign in May 2009, in collaboration with HBO to promote the show "True Blood"
 - effort, for the second season of the show, extends the 2008 launch campaign that centered on faux ads for the eponymous blood substitute
 - in the new effort, Mini is one of several real brands being pitched to vampires
 - best part for Mini is that HBO is doing all the heavy lifting, including creative, media buy, and strategy
 - creative launched in May 2009 leading up to the June 14th premiere of the show
 - campaign comprises national print, online and out-of-home outlets, with print running in US Weekly, AM New York, New York Observer and trade outlets
 - ads, featuring blood-red versions of the Mini Cooper and Mini Clubman, have headlines like: "Feel the Wind in Your Fangs" and "Type GO"
 - digital ads will run on Yahoo, CNN, AOL, the "True Blood" home page on HBO.com, and the show's microsites: bloodcopy.com, fellowshipofthesun.org, and americanvampireleague.com
 - out-of-home placements will run in New York, Los Angeles, and Philadelphia
 - all of the ads contain URLs that lead consumers to HBO's "True Blood" page at HBO.com
 - out-of-home ads run through June 21
- selected Universal McCann, New York, in May 2009, as the media planner and buyer for its national and regional dealer groups, helping end a long new-business drought for the Interpublic Group-owned agency
 - spends some \$150 million in U.S. measured media annually
 - incumbent, Omnicom Group's GSD&M Idea City, Chicago, was one of two finalists for the account
 - agency's media contract with BMW expires at the end of June, when Universal McCann will start handling the business
 - media review was part of a regular process put in place by its parent company, Germany's BMW AG, "designed to maximize efficiencies and increase the effectiveness of BMW's media-planning and -buying spend worldwide"
 - its other agencies include:
 - GSD&M, Austin, Texas - won BMW's creative account in fall 2005 and was awarded the media account without a review a few months later, will keep the brand's national creative account
 - two weeks ago, the agency won a jump ball to be BMW's lead global creative agency
 - WPP's Grey West, San Francisco - won BMW's regional-dealer-group creative account last fall
- its motorcycle division is preparing a national campaign in May 2009, for its flagship bike, the R 1200 GS
 - effort will veer from advertising and focus on lifestyle events, PR, celebrity endorsements and digital media
 - says the point is to make the R 1200 GS a halo-motorcycle for the entire brand
 - hired MWW Group to handle
- named Omnicom Group's GSD&M Idea City as its lead global agency in May 2009 for duties previously shared among various resources
 - GSD&M is already its US AOR
 - its first global work via GSD&M will use the central theme "Joy" and it will be adapted across all media worldwide including the Internet, car shows and events
 - work rolls out in Europe this summer and hits the U.S. in early 2010
 - launched a multimedia effort this spring in the US tagged, "Expression of joy"
- an art project of immense proportions, part of which was exhibited in New York's Grand Central Terminal is central to a campaign for the 2010 BMW Z4 Roadster launched in the spring of 2009
 - its campaign, called "Expression of Joy," features the making of a painting the size of two football fields in which a pair of BMW Roadsters served as the brushes
 - effort, which comprises video content, outdoor, print and mobile elements, is also the first to use MSN.com's expandable video unit that lets viewers see ads in full-screen mode



- launched the online effort with a full-page takeover of MSN.com, including a 30-second spot and a 30-minute documentary about the making of the spot
- campaign, via Austin, Texas-based GSD&M Idea City, mixes the talents of artist Robin Rhode and filmmaker Jake Scott, both involved in the March BMW art show at Grand Central
- for the ads, Scott filmed Rhode creating art using two Z4 Roadsters with paint dispensers mounted behind the wheels to create an immense painting
 - Scott's video capture of the event is the basis of the creative
 - documentary aired on Discovery HD Theater and was followed by network airings in March and April
 - is also working with TiVo to let TiVo users preview and record it for later viewing
- online campaign uses Scott's video assets in banners running until the end of June on news, business and lifestyle sites like CNN, Dow Jones, Yahoo, Wired and Conde Nast
- 30-second ad runs both online and on prime time TV
- says the idea for the art focus came from BMW's long-running Art Car program
- in addition to magazines like Esquire and W, ads also run in shelter and art books like Art & Antiques, ArtNews, Dwell and Elle Décor
- print campaign includes an eight-page photo feature in the June issue of Vanity Fair written and photographed by actor Dennis Hopper and a cover page takeover in the June issue of Dwell
- finally, an out-of-home campaign for the Z4 roadster will run in 10 airports in key markets
- billboards show representations of Rhode's piece with images of the car and headlines like "Expressionism meets Exhilaration," and "Not all artists are depressed"
- with sales plunging for the first time, its Mini USA division violated its no-incentive rule for the past few months with a low-interest financing offer that the brand continues to sweeten in April 2009
 - lowered its incentive to 1.9 percent for 36 months through March, and starting in April, the company offered the same rate to customers whose FICO credit scores border on subprime
 - in February, Mini turned to incentives out of frustration
 - Mini's sales rose 28.6 percent to 54,077 units in 2008, but sales in 2009 have fallen every month and declined 16.2 percent to 8,513 in the first quarter
 - in February, Mini offered a 4.9 percent interest rate for 60 months
 - rate was lowered to 2.9 percent for 36 months in March and was cut to 1.9 percent for 36 months for April
 - 60-month rate is now 3.9 percent
 - says the strategy is working even though sales haven't returned to last year's levels
 - forecasts that by year end, Mini will be up "just a bit" over 2008, says showroom traffic is up
 - finance deal excludes the Mini Cooper convertible launched in March, and offers vary for range-topping John Cooper Works models
- its MINI brand is launched a global advertising campaign in March 2009 for the new Cabrio convertible with an integrated initiative that celebrates driving with the top down
 - featuring the tag "Always open," a line introduced in 2004, the U.S. campaign includes two TV commercials from German agency Plantage Berlin and print, outdoor and interactive from Butler, Shine, Stern & Partners in Sausalito, Calif.
 - in one spot, two drivers play chicken in a muddy parking lot
 - its other ad shows a man who is persistently smacked in the back of the head by his friend when he tries to shelter him from the elements
 - pictured throughout time, from the days of ancient Rome to today, the two men are in a yellow Cabrio in the final scene
 - when the passenger tries to put the top up, the driver stops him with another smack in the head
 - ad ends with onscreen copy announcing, "The new Mini Cabrio. Always open"
 - as part of the new push, Mini invited convertible owners to upload their "open" times (how much time they spend driving the car with the top down) to a microsite launched to encourage social networking among brand enthusiasts



- new model offers buyers the opportunity to order an "Openometer," a gauge that monitors drive time with the top down
- gatefold ads in periodicals such as Rolling Stone, Vanity Fair and Entertainment Weekly flip up to reveal a vertical ad that shows the convertible on the road with a blue sky extending up into outer space. "Unlimited Headroom" is the headline
- that same image is also being used in outdoor that takes over building sides
 - headline-driven billboards picture the car with its windshield and top extending over the top of the board to add dimension and emphasize the open theme
 - copy includes "Open sesame" and "Throw caution to the wind. Literally"
- courted potential buyers of its revamped 7 series with a 15-city road tour in 2009
 - its goal was to offer an early look at the flagship sedan at informal events without the cost of a national TV blitz
 - tour began Feb. 1 and ran through March 4
 - 7 series was due in showrooms in late March
 - at a typical stop, several cars were displayed at a hotel, where BMW and event management staffers spend about two hours with about 100 invitees
 - guests were served appetizers and drinks, the wraps were pulled from the cars, and the potential buyers were urged to climb in and out of the vehicles and ask questions
 - by the time the tour ended, the 7 series had been at more than 60 events
 - approach was new for BMW, which planned a national print and billboard campaign when the 7 series arrived in showrooms
 - campaign has the tag line "Never Stand Still" and will promote technological advances on the 7 series
- named Grey West, San Francisco, as its U.S regional advertising agency of record in November 2008
 - has consolidated its regional ad work from four agencies to one
 - Grey has been tasked with handling all traditional advertising, interactive, direct and promotional marketing for BMW's eastern, central, western and southern regions
 - work also includes the company's national certified pre-owned business following a review that included Grey's offices in San Francisco and New York
- its MINI brand analyzed its Clubman launch in September 2008 to see if the campaign actually helped Mini's overall sales line
 - 2008 had been a very good year for Mini
 - six years after the brand's U.S. launch the automotive landscape is very different
 - high gas prices chipped away at the SUV market and environmental concerns turned small cars into status symbols
 - while market forces deserved some credit, during the two-week TV campaign, traffic on the U.S. site spiked
 - in May 2008, the final month of the Clubman campaign, Mini sold over 6,300 cars, up 53 percent over the same period in 2007
 - online sales leads tripled
 - to date, the Clubman has accounted for 21 percent of sales
 - in July, when Mini sold 5,063 cars, 37 percent of them were Clubmans
 - sales were up and critics were enamored with the fact that the Clubman was breathing more life into the brand
 - according to the company, the Clubman creative had a halo effect, bringing people into the showrooms and attention to the brand
 - as for the positioning, it says the personality push was the way to go
 - Mini did not want anyone "to consider their car practical," which would be the death knell of the brand image"
- its MINI brand needed a way to reach rich, urban college kids in 2008
 - part of the problem is that Mini, for all of its cultish personality, is just not in the purview of the typical early 20s consumer



- events like the Mini drive, in which owners congregate in different parts of the country to join a cross-continent cruise, attract mostly 30- and-40-somethings
- needed to enhance Mini's perception so it decided to toss an 11-day party in New York for its prospective younger buyers who it has dubbed the "post-modern trendsetter"
- started with a Web site called Minispace.com, a social spot where visitors could create a profile and talk about anything (Mini or not), that it launched in May
 - brand held parties in a 4,500-square-foot park built on a SoHo rooftop in New York each night from Sept. 3 to Sept. 13
 - test drives in Mini products, including the new Clubman, as well as yoga lessons and book signings, were woven into the festivities
 - each detail was chronicled on the Web site
- results were encouraging:
 - nine thousand people flocked to the parties, pretty much putting the rooftop at capacity each night, with between 2% and 3% taking test drives
 - more than 10,000 people from 104 countries created their own profile at minispace.com
 - during a three-month period they uploaded 2,500 designs, videos and music samples
 - during the 11 days of the party, Web site traffic rose 400%
 - thirteen percent of visitors asked to be contacted in the future about Mini plans, events or products

RECENT SPONSORSHIP ACTIVITIES/CORPORATE INTERESTS

- AMC's Mad Men - signed on as the exclusive sponsor of the season-three premiere of this television show which airs with limited commercial interruption Sunday, Aug. 16, 2009
 - marks a return engagement for the Automaker which helped the network kick off last season's run with a flight of on-air and online promotions
 - along with a 60-second spot, the automaker was also incorporated into AMC's "Mad-vertising" initiative, a DVR-thwarting execution that paired the brand with industry-related trivia
 - its on-screen exposure during the third-season premiere will be similar to that of a year ago
 - centerpiece of the last season's buy was an interview with former Ammirati & Puris chairman and CEO Martin Puris, in which he revealed the genesis of the "Ultimate Driving Machine" slogan
- Motorsports Sponsorships include:
 - BMW M3 racing effort in the American Le Mans Series (ALMS)
 - Grand-Am
 - SCCA
 - Formula BMW North America Series
- BMW Tennis Championship – along with select South Florida BMW dealers, returned for the third year in 2008 as title sponsor of the Sunrise stop of the Association of Tennis Professionals (ATP) Challenger Series, the BMW Tennis Championship
 - was held March 16-23 at the Sunrise Tennis Club in Sunrise, FL
- Susan G. Komen for the Cure - kicked off its 11th Annual BMW Ultimate Drive Supporting Susan G. Komen for the Cure in support of breast cancer research
 - the million-mile, cross-country grassroots fundraising drive has raised more than \$10 million for the foundation over the past decade
 - the program will travel throughout the country, stopping at 237 BMW Centers nationwide with the goal of donating an additional \$1 million to the cause
- Ronald McDonald House Charities – its Southern Region along with the local Atlanta BMW dealers donated a 2009 BMW 335i Convertible to Atlanta Ronald McDonald House Charities in 2009
 - one lucky winner would drive away in the luxury convertible, valued at \$58,550 on March 13, 2009 as the grand prize winner of ARMHC's annual car raffle
 - second place prize was a TAG Heuer watch (\$1,350 value) with a \$500 Ross-Simons gift certificate courtesy of TAG Heuer and Ross-Simons at Phipps Plaza



- third place prize was a pair of 18kt white gold Charriol earrings with diamonds (\$1,495 value) donated by Charriol
- Nelson-Atkins Museum of Art - Baron BMW of Kansas City is the presenting sponsor of the Bloch Building opening
- "The Great Summer Read: The New York Times Free Book Series - is an exclusive sponsor of the program
- BMW, Ultimate Drive - is the founding and presenting sponsor of this annual driving program designed to teach participants to become safer, more confident drivers and to raise awareness and funds for the Susan G. Komen Breast Cancer Foundation, breast cancer research and community outreach programs
 - invites the general public to drive the fleet of BMWs at participating dealerships during an Ultimate Drive event
 - for each mile driven in one of the BMW Ultimate Drive vehicles, \$1.00 is contributed to the Komen Foundation to support breast cancer research, education, screening and treatment programs
- The Association of Junior Leagues International Inc- is a not-for-profit organization of women committed to improving communities through volunteerism
 - each year BMW awards a \$10,000 grant and several \$1,000 grants to not-for-profit organizations that display exemplary community service
- Auto Racing - is a sponsor of Indianapolis Motor Speedway
- National Basketball Association (NBA) - is a sponsor of the Memphis and Minnesota teams
- PGA Tour's Western Open golf event – BMW Championship - signed for six years as the title sponsor beginning September 2007 in Chicago
 - part of the new FedEx Cup playoff series, the BMW Championship will rotate to St. Louis in 2008, Chicago in 2009 and Indianapolis in 2010
- Motorcycling - is an advertiser with AMA Honda Superbike Classic
- Vail Resorts Management Co. - is a sponsor of six of the Resorts ski areas
- Additional sponsorships include:
 - Christkindlmarket Chicago – event held November and December
 - Saint Louis Jazz Festival & Saint Louis Art Fair (Clayton, MO) – event held June through September
 - San Diego Bay Wine & Food Festival – event held November 16th
- MINI Brand Sponsorships include:
 - MINI Takes to the States 2008 – was the title sponsor of the road tour that traveled to several states over the summer
 - MINI Motorsport Awards Program for 2009 - is specifically tailored to recognize the accomplishments of private MINI entrants in U.S. motorsport competition
 - awards can be earned by placing in any of the series and classes
 - eligible vehicles include the 1959 – 2009 MINI Cooper / Cooper S hardtop, 2005 – 2009 MINI Cooper/ Cooper S Convertible, the 2009 MINI Cooper / Cooper S Clubman and the factory-built 2009 John Cooper Works models

MAJOR COMPETITORS

- BMW Brand
 - Mercedes-Benz USA
 - Lexus
 - Audi
- MINI Brand
 - SmartUSA
 - Acura
 - Volkswagen
 - Ford (Focus)
 - Mazda



AGENCY INFORMATION

- **GSD&M Idea City
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- **Grey Group
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 - Account Director, BMW - Duccio Brandonisio (818-531-0708; duccio_brandonisio@greywest.com)

- **Universal McCann
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- **Butler, Shine, Stern & Partners
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