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**BMW ANNOUNCES NEW INTERFACE FOR IPOD WITH EXPANDED
MODEL AVAILABILITY AND FEATURES**
**System will be Available for new 3 Series Sedans and Sports Wagons as
well as 5, 6, and 7 Series**

Woodcliff Lake, NJ – April 12, 2006...BMW today announced the debut of a new BMW Interface for iPod that will enable seamless integration of the iPod for the newest generation of BMW models. With the new BMW Interface for iPod this means that seamless iPod connectivity will be available for every current BMW model.

The new BMW Interface for iPod will be available for owners of the new BMW 3 Series Sedans and Sports Wagons as well as the 5, 6, and 7 Series. It will also be available for the new M5 Sedan and M6 Coupe. It will enable audiophiles to bring their entire music collections with them, plug directly and effortlessly into a superior sound system while maintaining uncompromised control over their driving experience. Since the new Interface is compatible with SIRIUS satellite radio as well as the recently introduced HD Radio, owners will be able to enjoy a broad selection of high fidelity broadcast music sources as well. The original BMW iPod Adapter will continue to be available for 2002 and later BMW models: X3, X5, Z4, and previous generation 3 Series.

The original BMW iPod Adapter was the world's first seamless integration between iPod and a vehicle audio system. The new Interface will also allow users to incorporate their iPods directly into their car's sound system, but with the newly available capability to sort their music according to their own playlists, as well as by artist, album, genre, podcast, and finally, a random selection of 500 songs from the user library. Artist, album, and song title will appear in the Display Monitor.

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The seamless integration of iPod makes it effortless for drivers to control their music through their existing audio system and the multifunction steering wheel. The new BMW Interface for iPod enables drivers to easily access their entire music library, shuffle songs, skip between tracks and adjust volume -- all of this with no loss of sound quality or driving control.

The new Interface is compatible with all iPods with a dock connector, including the iPod nano and the fifth generation iPod. The BMW iPod Interfaces integrate the iPod through a direct connection in the BMW glovebox, providing outstanding sound quality and constant power to the iPod all while your iPod remains protected and out of view.

The new BMW iPod Interface will be available for customers to purchase at BMW centers beginning in July 2006. Pricing has not been determined.

Features and operation may vary depending on vehicle model and option content. Consumers should check with their BMW centers for specific application restrictions or log onto www.ipodyourbmw.com. Installation is performed by authorized BMW centers only. iPod players are sold separately. Please visit www.ipodyourbmw.com for additional information.

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, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm 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 Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car centers, 334 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 80 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.

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

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

www.press.bmwgroup.com.

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