

January 22, 2015

BMW CCA Foundation
Press Release

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For Immediate Release

NASCAR TEAM OWNER RICK HENDRICK SUPPORTS TIRE RACK STREET SURVIVAL® WITH PURCHASE OF 30TH ANNIVERSARY EDITION BMW M5 AT BARRETT-JACKSON

“30 Jahre M5” sells for \$700,000 to Benefit Street Survival Teen Driver Safety Education and the BMW Car Club of America Foundation

Greer, SC, January 22, 2015 – Thanks to Hendrick Automotive Group chairman and champion NASCAR team owner Rick Hendrick, more teens throughout the U.S. can become safer drivers and ultimately arrive alive by participating in the Tire Rack Street Survival® advanced teen driver education program. Hendrick’s purchase at Barrett-Jackson of the BMW M5 30th Anniversary Special Edition on January 15th for \$700,000 demonstrated not only his excitement about the car, but also his support of the Tire Rack Street Survival program led by the BMW Car Club of America (CCA) Foundation.

“We’ve had a special relationship with BMW since opening our first dealership in 1980,” said Hendrick, whose Hendrick Automotive Group now operates six BMW dealerships throughout the United States. “This was a meaningful auction, not only because it’s simply an incredible performance car, but for what it represents to future drivers who will be sharing the roads with all of us. The proceeds from charitable auctions at Barrett-Jackson are a terrific opportunity to support programs like Street Survival, and it’s exciting to see our partners at BMW so committed to such important initiatives.”

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Joining Hendrick on stage to share in his enthusiastic win was BMW of North America, LLC president and CEO Ludwig Willisch, Indy 500 winner and BMW RLL Team Co-Owner Bobby Rahal and Matt Edmonds, vice president of TireRack.com and Tire Rack Street Survival sponsor.

“I was happy to be part of this special auction and help showcase the M5 and the Tire Rack Street Survival program,” said Rahal. “The Tire Rack Street Survival promise of safe driving learned through real-world action applies to new drivers just as much as it does to seasoned racing teams where safety is priority.”

“Rick’s great generosity means more Street Survival driving schools across the country for young people to acquire the skills to safely navigate the roads and properly handle the vehicles they drive,” said Willisch.

With the help of Tire Rack Street Survival corporate sponsors including TireRack.com, Michelin, BMW NA and Enterprise, the BMW CCA Foundation has offered subsidized car control training to teenagers across the United States since 2003. “We are grateful to be working with the BMW CCA Foundation on the Tire Rack Street Survival program and appreciate the support that Hendrick has given to the program because we all have a priority to save our most precious resource, our youth,” said Matt Edmonds, vice president, TireRack.com.

About BMW Car Club of America Foundation

The BMW Car Club of America Foundation is a non-profit organization dedicated to the promotion of teen driver safety and the preservation of BMW history. Established in 2002 in Greenville, SC with initial capitalization from the BMW Car Club of America, the Foundation focuses on three initiatives to foster educational programs for the automotive community and be a significant repository of BMW information and history: Street Survival® teen driver safety program; the Library, Archive & Museum Program; and the Conservation and Preservation Program. Through “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign launched in 2013, the Foundation has raised \$2 million of the \$7 million required to support and grow these initiatives that will help save lives and preserve the legacy of BMW’s heritage.

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