

January 5, 2015

BMW CCA Foundation  
Press Release  
Auction - 30<sup>th</sup> Anniversary  
Edition 2015 BMW M5 “30  
Jahre M5”

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## For Immediate Release

### BMW CCA FOUNDATION TO AUCTION 2015 30<sup>TH</sup> ANNIVERSARY EDITION BMW M5 “30 JAHRE M5” AT BARRETT-JACKSON JANUARY 15, 2015

Proceeds from Sale of BMW’s Most Powerful Production Model Ever to Benefit Street Survival® Teen Driver Safety Education and the Foundation Library, Archives and Museum

Greer, SC, January 5, 2015 - The BMW Car Club of America (CCA) Foundation announced today that they will be auctioning off the last unsold example of the new 30<sup>th</sup> Anniversary Edition 2015 BMW M5 “30 Jahre M5” at Barrett-Jackson in Scottsdale, Arizona on January 15, 2015 (Lot #3002). Broadcast live on Velocity at approximately 5:00pm MT, the proceeds from the sale of the most powerful production BMW ever built will benefit “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign of the BMW CCA Foundation, a campaign to raise funds for teen driver safety programs and the preservation of BMW history.

To help introduce the “30 Jahre M5” at Barrett-Jackson, two special guests will join this limited edition beauty on stage – BMW of North America, LLC president and CEO Ludwig Willisch and BMW RLL Team Co-Owner Bobby Rahal, a three-time IndyCar champion and 1986 Indianapolis 500 winner.

The auction consignment sheet reads like a BMW enthusiast’s ultimate dream:

- Special 30<sup>th</sup> “Jahre” Anniversary Edition 2015 M5
- 1 of 30 imported into the U.S. market and 1 of 300 produced
- Last new 30<sup>th</sup> Anniversary Edition M5 available in the world
- The most powerful production BMW ever produced at 600+ HP
- New and undriven, with delivery miles only

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The 30<sup>th</sup> Anniversary Edition BMW M5 offers increased performance and unique styling and interior details:

- Twin turbo Charged 4.4 liter V-8 producing 600 HP
- 516 ft. lbs. of torque
- 0-60 mph in 3.9 seconds
- 7-speed automatic sport edition gearbox
- "Competition Pack" engine management system for maximum engine output
- Dark Frozen Silver paint
- Black chrome exterior accents
- Black chrome wheels
- Black & grey leather interior with suede accents
- "30 Jahre M5" logo designations on grille, door sills, door handles, exhaust and seats
- Interior badging plaque indicating special edition, one of 300 made

"The Foundation is excited to offer this ultimate example of BMW's performance and technology at Barrett-Jackson," said Leo Newland, president of BMW CCA Foundation. "The lucky winning bidder at the auction will not only be purchasing a very exclusive BMW but will also be helping save lives and save history by enabling the Capital Campaign to continue growing to meet our \$7,000,000 goal."

Street Survival is built upon the premise that safe driving is learned by doing. With the help of corporate sponsors Tire Rack, Michelin, BMW NA and Enterprise, the BMW CCA Foundation has offered subsidized car control training to teenagers across the United States since 2003. The program is hands-on and is designed to go beyond the typical high school driver's education course. Street Survival is unique in that it offers students instruction in their own cars so that they learn the limitations of the car they drive daily. With volunteers and support from the BMW CCA, the Sports Car Club of America, the Porsche Club of America, the Corvette Club of America and the Audi Club North America, the BMW CCA Foundation held 101 schools in over 65 locations in 2013.

To date, the Capital Campaign has raised \$1.3 million towards the goal of \$7 million. To help support teen driver education, preserve BMW history and contribute to the campaign, visit the [BMW CCA Foundation website](#).

To register to bid at Barrett-Jackson, please click the link below:

<http://www.barrett-jackson.com/pdf/bid/SD2015/Bidder-Agreement-Form-SD15.pdf>

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More photos of the car:

<http://www.bmwusanews.com/image-gallery.do?method=adhoc&mid=&imageIds=,24021,24022,24023,24024,24025,24026,24027,24028,24029,24030,24031,24032,24033>

BMW NA Press Release:

<http://www.bmwusanews.com/newsrelease.do?id=2030&mid=&searchresult>

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 \$1.3 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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