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BMW Zentrum (visitor center) at the Spartanburg factory, with the "Stars and Stripes" X5 (E53).[1] BMW cars have been officially sold in the United States since 1956[2] and manufactured in the United States since 1994.[3] The first BMW dealership in the United States opened in 1975.[4] In 2016, BMW was the twelfth highest selling brand in the United States.[5] The BMW manufacturing plant in Greer, South Carolina, has the highest production volume of the BMW plants worldwide,[6] currently producing approximately 1,500 vehicles per day.[7] The models produced at the Spartanburg plant are the X3, X4, X5, X6 and X7 SUV models. In addition to the South Carolina manufacturing facility, BMW's North American companies include sales, marketing, design, and financial services operations in the United States, Mexico, Canada and Latin America. The North American headquarters for BMW is located at 300 Chestnut Ridge Road Woodcliff Lake, NJ.[8] Its North American headquarters for its large financial services subsidiary is located in Dublin, Ohio and is responsible for the captive lending for BMW automotive, BMW Motorsport, and Rolls-Royce cars, when buyers lease the vehicles or decide to finance directly with the company.[9] Spartanburg manufacturing plant Coordinates: 34°53′35″N 82°10′44″W﻿ / ﻿34.89306°N 82.17889°W﻿ / 34.89306; -82.17889 BMW Manufacturing Co., LLCTypeLimited liability companyIndustryAutomotiveFounded1992 (1992), Greer, South Carolina[10]HeadquartersGreer, South Carolina, United StatesArea servedWorldwideKey peopleKnuudt Flor (President)[10]ProductsBMW X3, BMW X4, BMW X5, BMW X6, BMW X7Number of employees11,000 [7]ParentBMWWebsitebmwusfactory.com The BMW Manufacturing Company, also known as BMW Spartanburg, is the BMW Group's only assembly facility in the United States, and is located in Greer, South Carolina.[11] The plant is currently BMW's major global production site for the X3, X4, X5, X6, and X7 crossover SUVs,[12] whose biggest market is the U.S., while other BMW models sold in the U.S. market are imported. History BMW announced in 1992 that it would build a 1,150-acre (470 ha) manufacturing facility in Spartanburg County, South Carolina, United States to strengthen its international production system. The plant opened in 1994.[6] In 2010 BMW announced that it would spend \$750 million to expand operations at the Greer plant. This expansion will allow production of 240,000 vehicles a year and will make the plant the largest car factory in the United States by number of employees.[13] BMW's largest single market is the United States, where 339 dealerships sold 346,023 cars in 2015.[14] The two millionth vehicle built at BMWUSM rolled off the plant in January 2012. It is a vermilion red metallic X3 xDrive35i with Oyster Nevada interior and an M Sport Package, was driven by BMW Associate Terry Gardner, a 16-year BMW veteran, with accompanying associates Renita Williams, Trang Pham and Olga Yurchenko. These associates represent teams from each of the plant's manufacturing technologies: Body, Paint and Assembly. The vehicle was retained on display at the Spartanburg Plant to commemorate the milestone.[15] The \$2.2 billion plant, which employs 23,000 (BMW and contract), is part of the company's global five-plant production network. The automaker announced in 2014 an additional \$1 billion investment in the facility that will make Spartanburg, South Carolina, BMW's largest US factory, with an annual capacity of 480,000 units[16] when including the X7.[17] There were 411,171 vehicles produced in 2016, of which 70% were exported to 140 countries.[6] The plant is the largest BMW plant in the world in terms of vehicle production volume.[18] Another record was set in 2018, around 70% of production was exported to 125 markets. The biggest export market was China, accounting for one-third of all export.[19] That same year, BMW ceased exporting the X3 to China.[19] A nearby dry inland port, 200 miles from the port of Charleston, handles many of the plant's needs for cargo and finished vehicles. In 2015, 250,000 new cars were sent by rail from BMW Spartanburg to Charleston port.[17] Some air freight is also used.[20] Current products X3 X4 X5 X6 X7 Previous products BMW 3 Series (E36) (1994–1996; also produced in Germany and South Africa) 318i Sedan (1994–1995) 318is Coupe (1994–1995) 328i Sedan (1996) BMW Z3 (E36/4) (1995–2002) Roadster M Roadster Coupe M Coupe BMW Z4 (E85) (2003–2008; successive generation produced in Germany) Roadster M Roadster Coupe M Coupe Model range in the U.S. Models offered There are several models which have been solely sold in the United States: 1971-1977 BMW New Six Bavaria: This US-only model offered the more powerful engine in a car with fewer luxury features.[21][22] 2005-2016 BMW M5 manual transmission options: The United States and Canada were the only markets where the E60 and F10 M5 was available with a manual transmission.[23][24] Engines offered Several BMW engines have not been officially sold in the United States, due to emissions regulations. These include: M20: Early versions of the M20 engine, which used Jetronic fuel-injection, were not sold in the US. M52: Due to high-sulfur fuel in the US at the time, most M52 engines sold in the US used an iron block, instead of the aluminium block used in other markets.[25] N53: Due to high-sulfur fuel, the US was one of several countries where the N53 was not sold. Instead, its N52 predecessor remained in use in these countries.[26][27] S50/S52: For the E36 M3, the United States models used different engines to the models used in most other markets. The S50B30US and S52 engines used in the US are less powerful than the equivalent Euro-specification S50 engines.[28][29] "Bimmer" and "Beemer" nicknames Some people in the United States prescribe that "beemer" should be used specifically for motorcycles and "bimmer" should be used for cars.[30][31][32][33][34][35] Some of these people claim that "true aficionados" make this distinction[36] and those who don't are "uninitiated." [37] Usage in North American mainstream media also varies, for example The Globe and Mail of Canada prefers Bimmer and calls Beemer a "yuppie abomination".[38] and the Tacoma News Tribune says that it is "auto snobs" who use the terms to distinguish between cars and motorcycles.[39] Bottom line: The reason people who call BMW cars Bimmers are "uninitiated" (they're also "uninformed") is because they are unaware of BMW's long and glorious motorcycle racing history, back in the glory days of which their motorcycles were referred to as Beemers in order to distinguish them from Beezers, which was the nickname given to BSA brand racing bikes of British origin. (one of the earliest examples of "disambiguation" [40] References ^ dead link) ^ "Isetta 300 model selection". www.redloem.com. Archived from the original on 26 October 2017. Retrieved 26 October 2017. ^ "Company - History". www.bmwgroup.com. Archived from the original on 26 October 2017. 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Retrieved 11 April 2015. ^ BMW Group Plant Spartanburg produces the BMW X3, X4, X5, X6 and X7 models and their variants ^ Bennett, Jeff (14 October 2010). "BMW to Expand Plant in South Carolina". The Wall Street Journal. p. B5. ^ "BMW Group U.S. Reports December and 2015 Sales, 5 January 2016". Archived from the original on 7 November 2017. Retrieved 30 October 2017. ^ Zach Bowman (12 January 2012). "BMW pouring \$990M into Spartanburg plant to build more CUVs". Autoblog. Retrieved 22 July 2017. ^ Kurylko, Diana T. (28 March 2014). "BMW's Spartanburg plant will be company's biggest". Automotive News. Retrieved 11 April 2015. ^ a b Greg Thompson (30 September 2016). "BMW and Spartanburg: A port far from any storms". Automotive Logistics. Archived from the original on 7 April 2017. Retrieved 6 April 2017. That Charleston facility now sees approximately 5,000 finished vehicles per week arriving via Norfolk Southern along a rail line that starts at the end of the BMW assembly line and testing centre in Greer. Of the 285,000 finished vehicles exported by the OEM from the plant during 2015, Charleston port was the point of departure for some 250,000 units. ^ "Spartanburg's Number Two in BMW plant production". Roundel. BMW Car Club of America. April 2015. p. 31. ISSN 0889-3225. ^ a b "BMW's U.S. plant sets record for output in 2019". Automotive News Europe. 15 January 2020. Retrieved 18 July 2020. ^ "BMW consolidates air freight shipments between US and Germany. Automotive Logistics". AutomotiveLogistics.media. 27 July 2016. Archived from the original on 21 May 2017. Retrieved 23 December 2017. ^ "Classic and Vintage BMW". www.classicandvintagebmw.tumblr.com. Archived from the original on 23 July 2017. Retrieved 26 October 2017. ^ "BMW Bavaria Defense Mechanism". www.i.vol.com. 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Archived from the original on 25 July 2013. If you're a Bimmer enthusiast (not that horrible leftover 1980s yuppie abomination Beemer), you've undoubtedly read the reviews, ^ The Nose: FWay students knew who they were voting for in school poll [South Sound Edition]. 25 October 2002. The News Tribune, p. B01. Retrieved 6 July 2009, from ProQuest Newsstand. (Document ID: 223030831) "We're told by auto snobs that the word 'beemer' actually refers to the BMW motorcycle, and that when referring to a BMW automobile, the word's 'bimmer.'" ^ Life-long fan, Michael Scott External links Factory website BMW USA BMW Group Retrieved from "





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