

Market-leading 'Performance ISA' launched by BMW

BMW Savings today (11 July 2007) announced the launch of the new 'Guaranteed BMW Performance ISA' - offering a market-leading rate of **6.57 %** Gross/AER fixed until 05 September 2008 .

The 'Guaranteed BMW Performance ISA' is a one year fixed rate Mini Cash ISA and can be opened from as little as £100 – up to a maximum of £3,000. Funds are strictly limited and no ISA transfers are accepted. A Direct Investment Bond is also available.

Enquiries and applications can be made to BMW Savings online at www.bmwsavings.co.uk or by telephone on **0845 607 6130** (8am-8pm Mon-Thu, 8am-6.30pm Fri and 9am-5pm Sat).

Bob Chamberlain, General Manager - Banking, BMW Group Financial Services said: "One of the appeals of the BMW brand is its guarantee of performance – whether in motorsport, our vehicles or financial services. We think that the Guaranteed BMW Performance ISA will appeal to BMW Drivers looking to improve their investment performance, as well as a significant number of UK savers interested in experiencing the rewards of BMW performance."

At the same time, the 'BMW eSaver' account – a flexible, no-notice savings account which can be operated either online or by telephone – reacted to last week's Bank of England decision by increasing its variable rate to **6.00%** Gross/AER.

-ENDS-

Note to Editors:

Key features of the 'Guaranteed BMW Performance ISA'

Interest rate: 6.57% gross/AER fixed until 05 September 2008

Minimum balance: £100

Maximum balance £3,000

Interest payment: On maturity

Maturity date: 05 September 2008

Notes:

- Funds are strictly limited
- No ISA transfers will be accepted
- Withdrawals permitted subject to 45 days loss of interest
- Also available as a one year fixed rate Bond
- Monthly interest option available (Bond version only)

BMW Financial Services:

BMW Financial Services was established in the UK in 1997 and reported a turnover of £288 million in 2006. It manages a portfolio of assets amounting to £3.1 billion and employs 266 people in the UK .

BMW Savings was launched in May 2006 in association with Newcastle Building Society. The BMW Savings range consists of BMW eSaver account, Guaranteed BMW Performance ISA and Bond, BMW 50:50 Balance Bond and the BMW Car Saver account.

For further information please contact:

Nicola Green, Corporate Communications
Manager
Newcastle Building Society
0191 244 2024 / 0797

Charlotte McGregor/ Emma Bowden
The Wriglesworth Consultancy
020 7845 7900/ 07703 258 488