

# BMW Group

## U.S. Press Information

### **BMW Adapts Vehicle Sensor Technology for USA Track & Field Olympic Training.**

Combining Sports Science and Automotive Engineering Research, BMW Develops Training Technology to Help Long Jumpers Go Farther, Faster.

**Woodcliff Lake, NJ – April 3, 2012...** BMW, the Official Mobility Partner of the United States Olympic Committee, today announced the completion and hand-off of its first Olympic technology project, a velocity measurement system created in collaboration with sports scientists at the USOC and USA Track & Field. Bryan Clay, 2008 Olympic gold medalist in the decathlon, tested the system during the development process.

Nearly one year in development at the BMW Technology Office in Mountain View, Calif., the system captures an athlete in motion and automatically calculates performance metrics for coaches to use in training long jumpers. Beginning today, the technology will be a permanent fixture at the Olympic Training Center in Chula Vista, Calif., and used by athletes hoping to compete in the London 2012 Olympic Games.

By measuring and providing real-time analysis of three key parameters in the execution of a long jump – horizontal approach velocity, vertical take-off velocity and take-off angle – the system is completely unique in its offering to coaches and athletes in training scenarios. BMW developed the technology in response to a real-time data need identified by USA Track & Field, one of four national governing bodies (NGB) sponsored by BMW.

“BMW stands for performance, efficiency and innovation. Drawing on these core values, our engineers have combined automotive engineering expertise with advanced technologies to develop a system that will drive athletic performance and provide real world benefits to elite athletes,” said Dan Creed, Vice President, Marketing, BMW of North America. “We are thrilled to be making a meaningful contribution to Team USA beyond a financial commitment.”

To capture and analyze athlete motion, the velocity measurement system utilizes advanced stereo-vision technology and machine vision software algorithms not unlike those currently being tested in BMW’s research vehicles to improve automotive active safety systems, such as object and pedestrian detection.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
[bmwgroupna.com](http://bmwgroupna.com)

- more -



“As a decathlete, my reality is one in which centimeters and thousandths of a second are the difference between an Olympic gold medal and no medal,” said BMW Performance Team Member Clay. “The feedback this tool is able to provide immediately, during a practice as opposed to days afterward, will enable me to make minor adjustments to my jumps that could equate to significant performance gains.”

With fewer than three months to go until the U.S. Olympic Team Trials – Track & Field in Eugene, Ore., USA Track & Field will have the opportunity to utilize the velocity measurement system in the lead-up to these races, the London 2012 Olympic Games and beyond.

“The amount of real-time data presented by this tool will help coaches and sports scientists to make better decisions and maximize the efficacy of athlete training sessions,” said USATF Chief of Sport Performance, Benita Fitzgerald Mosley. “This is of tremendous benefit to our athletes and coaches at the Training Center. We’re grateful to BMW for the level of commitment they’ve demonstrated to our partnership and our individual athletes, and we look forward to utilizing the tool for years to come.”

### **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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 113 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

**About the USOC**

The United States Olympic Committee (USOC) is recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games.

# # #