

**The Honorable Gordon H. Smith**  
President and CEO



August 11, 2014

Mr. Ludwig Willisch  
President and CEO  
BMW of North America  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ 07677-7731

Dear Mr. Willisch:

Radio station owners across America appreciate the partnership we have had with BMW, a brand known around the world for elegance, power and style. Your company's reputation for providing a high quality customer experience is well-recognized in the automotive world.

That's why we were saddened to learn that BMW removed AM radio from its new BMW i3 because of reported interference concerns with its all-electric motor. We hope that upon reflection, you might reconsider that decision.

AM radio has long been associated with America's love affair with the automobile, and that connection remains undiminished as a free source of local news, music and entertainment. Today, more than 4,700 AM radio stations provide millions of Americans with local news, weather and emergency information every day.

News and talk radio – from conservative to progressive -- remains exceedingly popular on the AM dial. But AM radio is not just a haven for provocative talk radio. AM radio serves as a community bulletin board in hometowns across America.

In the last decade, AM radio has embraced an evolution towards ethnic language programming, with a wide variety of formats serving a melting pot of diverse communities that make up the fabric of America. Indeed, two-thirds of all minority-owned radio stations are now broadcast on the AM band, and many of these stations serve as a community gathering spot for vital information about health services, education, and job opportunities.

AM radio is also the broadcast outlet for popular local, college and professional sports teams. On Friday nights, it's not uncommon to hear high school sporting events broadcast up and down the AM dial in small and mid-sized communities.

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Even today, legendary AM stations like WFAN in New York and WLW in Cincinnati serve as the flagship stations for professional teams like the Yankees and Reds in Major League Baseball and the Giants and Bengals in the National Football League. Recently, the defending Stanley Cup champion Los Angeles Kings signed a deal to be on AM station KABC for the next five years.

In smaller towns, AM radio stations are often the only media source providing emergency information when a dangerous storm is approaching. In cities large and small, AM radio is the first line of defense in a crisis, and a galvanizing force in helping to rebuild communities recovering from disaster.

NAB appreciates BMW's concern that the i3's electric motor could cause interference with AM signals and leave customers frustrated. However, BMW's electric car competitors have addressed this AM signal interference sufficiently enough that their vehicles still come equipped with AM radio. In addition, NAB and our members are working with the Federal Communications Commission to address interference challenges on the AM band.

NAB stands ready to work with BMW to address concerns you may have over AM Radio. We strongly urge you to reconsider the choice to exclude AM radio from the i3. AM radio continues to serve an important role in America's cultural landscape, and i3 drivers deserve access to this programming. America's thousands of local broadcasters welcome a partnership with BMW that includes AM radio on the dashboard of all of your vehicles.

Sincerely,

A handwritten signature in black ink, appearing to read "Gordon H. Smith". The signature is fluid and cursive, with a prominent initial "G" and "S".

Gordon H. Smith