

BMW X5 is Strategic Vision's Total Quality Index Top Leader

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Press release from: [Weatherford BMW](#)

Berkeley, CA, 13 Aug, 2008 - Weatherford BMW, the leading BMW dealership in Berkeley, California, is pleased to announce that BMW has been named the top leader of Strategic Vision's Total Quality Index™ in the categories of “Best Brand” and “Luxury Utility” for its 2008 BMW X5 Sports Activity Vehicle.

The San Diego research firm based its Total Quality Experience™ rankings on the ratings received by new vehicle owners in 19 product segments. The Strategic Vision Total Quality Index™ is the premier measure of new vehicle owner satisfaction, asking buyers to rate all aspects of the ownership experience - from buying and owning to performance and driving. It is a unique and complete measure of the total ownership experience that encompasses positive and negative product experience, reliability, and dealership experience energized by the emotional response.

"BMW is honored to be named leader in the categories of Best Brand and Luxury Utility on Strategic Vision's Top Quality Index," said Tom Purves, President and CEO of BMWNA. "As the index rankings directly reflect the views and opinions of our target audience, these honors serve as a tribute to the hard work of everyone at BMW and are affirmation that we are continuing to be successful in providing the ultimate ownership experience for our customers."

About 2008 BMW X5

The 2008 BMW X5 redefines the expanding group of big, powerful SUVs. This 5-passenger SUV is available in two trims: 3.0si and 4.8i. The 3.0si has a 260 hp 3.0-liter inline six-cylinder engine, while the 4.8i boasts of a 350 hp 4.8-liter V8. Both trims share the same standard six-speed automatic transmission with Steptronic shifting, as well as BMW's xDrive intelligent all-wheel drive system. The Active front headrests and the Panorama glass moonroof are now standard in the X5.

About Weatherford BMW

Weatherford BMW is a leading BMW dealership in Berkeley, California, exhibiting the entire assortment of new and certified pre-owned BMW cars, such as the 1 Series, 3 Series, 5 Series, 6 Series, 7 Series, M Series, X3, X5, X6, and Z4. Specializing in BMW vehicles, parts, finance, and service, Weatherford BMW has earned the reputation of being the No.1 BMW dealership in Berkeley.

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Weatherford BMW is a leading BMW dealership in Berkeley, California. Our dealership offers a wide range of new and used BMW cars.

[You can find this press release here](#)