

**Media Advisory**

November 14, 2018

BMW's ongoing product offensive continues at the 2018 Los Angeles Auto Show.

Multiple debuts – including three world premieres – featured in LA.

Richmond Hill, ON. BMW Group will shine the spotlight on the latest results of its ongoing product offensive at the Los Angeles Auto Show at the end of November. Emotion-packed design, pioneering technology and an even more richly-engaging form of driving pleasure define the character of the new models BMW is presenting. The fresh arrivals introduce the brand's new design language to a number of vehicle segments and represent significant advances in the areas of digitalization, operation, sustainability and driving dynamics.

WHAT:**World premieres:**

- The first-ever **BMW X7** Sports Activity Vehicle.
- The return of the famed 8 Series nameplate: The **BMW 8 Series Cabriolet**.
- The M Performance edition of the all-new BMW 3 Series, the **BMW M340i xDrive Sedan**.

North American premiere:

- The all-new, seventh-generation **BMW 3 Series Sedan**.

North American auto show premiere:

- The perfectly-balanced **BMW Z4**.
- The **BMW Vision iNEXT**: Highly automated, emission-free and fully connected, the **BMW Vision iNEXT** brings all of the BMW Group's strategic innovation fields together for the first time. The fully electric iNEXT boasts the size and proportions of a modern BMW Sports Activity Vehicle and instantly conveys its trailblazing design through clearly sculpted forms and surfaces. The series-produced version of the BMW iNEXT will arrive in 2021.

WHEN:**Wednesday, November 28th, 2018**

Press conference: 8:40 a.m. – 9:10 a.m. PST

Interviews: All day

WHERE:**Los Angeles Convention Center**South Hall, BMW Group exhibit
1201 South Figueroa Street
Los Angeles, California

WHO:

BMW executives and experts available for interviews:

Adrian van Hooydonk, Senior Vice President, BMW Group Design, BMW AG

Adrian van Hooydonk is available to discuss design for BMW Group's complete product portfolio.

Elmar Frickenstein, Senior Vice President, Autonomous Driving, BMW AG

Elmar Frickenstein is available to discuss BMW's development of autonomous driving capabilities.

Frank Weber, Senior Vice President BMW Luxury Class BMW AG

Frank Weber is available to discuss the technical topics of the BMW Luxury Class, especially the BMW 8 Series Coupe and Convertible.

Robert Irlinger, Head of BMW i

Robert Irlinger is available to discuss the BMW i brand, brand strategy and BMW i product portfolio.

Stefan Juraschek, Vice President Development, Electrified Drivetrains

Stefan Juraschek is available to discuss electric drivetrain development in current and future models.

Jozef Kaban, Vice President Design BMW

Jozef Kaban is available to discuss the design of all BMW brand vehicles.

Domagoj Dukec, Vice President Design BMW M and BMW i

Domagoj Dukec is available to discuss the design of all BMW i and BMW M vehicles.

Matthias Junghanns, Head of BMW i Interior Design

Matthias Junghanns is available to discuss the interior design of the BMW Vision iNEXT Concept.

Holger Hampf, President of Designworks

Holger Hampf is available to discuss Designworks business.

Stephan Peters, Project Manager Human Machine Interface Generation 2018

Stephan Peters is available to discuss BMW's new iDrive 7.0 user interface system.

Carsten Groeber, Head of Product Management BMW Luxury Class

Carsten Groeber is available to discuss the sales and marketing topics related to the BMW X7.

Sarah Lessmann, Product Manager, BMW 8 Series, BMW AG

Sarah Lessmann is available to discuss the sales and marketing topics related to BMW 8 Series Coupe and Convertible.

Joerg Wunder, Head of Project BMW X7

Joerg Wunder is available to discuss the technical topics related to the BMW X7.



Canada

Corporate Communications



BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 49 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

For more information or to request an interview, please contact:

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