



Media Information  
10 April 2019

## **BMW i official partner of Coachella Valley Music and Arts Festival 2019.**

### **Global Superstar Khalid inspires exclusive vehicle design for the electric BMW i Coachella fleet.**

**Munich.** BMW i is once again one of the official partners of the Coachella Valley Music and Arts Festival in 2019. For the last two years, BMW i has been building up to the festival on social media with #roadtocoachella and is also showcasing a unique Coachella design for its BMW i models. The striking look featuring flames and the image of a wolf is inspired by the current album cover of global superstar Khalid.

"The variety of live concerts at Coachella Festival is a great playground for creativity. At Coachella, the internationally most famous stars of the industry meet the most enthusiastic audience. Innovation and inspiration are the values that BMW i shares with the iconic festival, making it an ideal partner. We look forward to working with the festival and Khalid, one of the most exciting artists of contemporary soul music and a passionate BMW driver", says Stefan Ponikva, Head of BMW Brand Experience Shows & Events.

Khalid is one of the most popular artists of his generation. It is therefore no surprise that Khalid is one of the headline acts at the upcoming Coachella festival. He inspired the festival fleet of vehicles for BMW i based on the cover of his new album 'Free Spirit'. The Road to Coachella embodies the Free Spirit mentality of a fun road trip with friends to one of the greatest music festivals.

'I love road-tripping, hopping in my car and driving back home to El Paso is 12 hours each way from LA. To me, BMW, especially BMW i8, is the embodiment of freedom on the road. I really feel like a free spirit when I'm driving and listening to music. I love making music that you can crank up and drive to with the windows down', says Khalid.

Some of the best-known international names will travel to the venue with BMW i a day before the festival begins to experience the design of the BMW i Coachella fleet for themselves and to explore Palm Springs. Follow the hashtag #roadtocoachella to virtually join Paris Hilton, Lena Gercke, Laura Marano and other influencers.

In addition to the actual festival programme, there is also something special in store for fans of Khalid. Together with BMW i, the singer will open a 'Pit Stop', where exclusive merchandise will be available for purchase. BMW of Palm Springs (3737 E Palm Canyon Dr, Palm Springs, CA 92264 USA) will be

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transformed into a must see fan experience away from the festival site with music, a food truck and other lifestyle initiatives. Khalid will announce the exact opening times himself on social media.

The creative design interpretation of BMW i electric vehicles reflects the special, diverse spirit of the festival. Coachella is once again taking place at the Empire Polo Club in Indio, California. BMW i is supporting the event over the entire period from 12 to 21 April 2019. Almost 200 acts will thrill thousands of international visitors over the two weekends.

For further questions please contact:

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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