



Media Information

February 5, 2024

BMW is “Talkin’ Like Walken” During This Year’s Super Bowl.

- **ACADEMY AWARD® Winning Actor Christopher Walken Stars in a New 60-Second Spot Dedicated to Icons (and Their Imitators).**
- **Special Cameo Appearance by GRAMMY® Award Winning Global Superstar and Super Bowl LVIII Half Time Show Headliner, USHER.**

Richmond Hill, ON. BMW will return to the Super Bowl on Sunday, February 11, 2024 with a new 60-second advertisement for the all-new generation of the iconic BMW 5 Series, highlighted by the first-ever, 100%-electric BMW i5. The star-studded commercial entitled “Talkin’ Like Walken” also features another icon -- Hollywood icon Christopher Walken -- along with actress Ashley Park (Emily in Paris, Beef, Joy Ride), and GRAMMY® Award Winning global superstar and Super Bowl LVIII halftime performer, USHER.

The 60-second spot plays off of Walken’s instantly recognizable voice and signature speech cadence, following the actor throughout a typical day as he encounters a never-ending stream of imitators – from his hotel valet, his tailor, makeup artist, and even his drive-through barista. Initially confused by the mimics, Walken grows increasingly frustrated. The spot culminates in a chance encounter with USHER, with Walken asking: “Don’t you got somewhere to be?” “Talkin’ Like Walken” is set to air during the first quarter of Super Bowl LVIII.

“I really enjoyed working with BMW, they are a wonderful company and electric cars are important,” said Walken. “I look forward to sharing the work we did together.”

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca



“It’s an honour of a lifetime to perform at the Super Bowl and so great to work with BMW,” said USHER. “Making the commercial was a cool experience, and I hope you all enjoy it.”

BMW’s lead U.S. creative agency, Goodby Silverstein & Partners (GS&P), created the comical campaign. It was directed by two-time Academy Award-nominated director Bryan Buckley, who is acclaimed for his work on close to 70 Super Bowl commercials. Famed cinematographer Hoyte van Hoytema (Oppenheimer and Interstellar) directed the photography.

“When you think about the perfect Super Bowl ad, you quickly realize that there’s a recipe for success,” said Marcus Casey, Chief Marketing Officer, BMW of North America. “Not that it’s easy, but if you start with an exciting new product, an A-List Hollywood star, a great script, and a talented team, and add to that mix the multitalented Ashley Park and a global superstar such as USHER, you have the makings of a hilarious, memorable spot.”

In the lead-up to the big game, BMW released two teasers for the spot. The first, “Agent,” poked fun at the tradition of Super Bowl ad teasers with Walken quizzically asking his agent, “So it’s an ad for an ad?” A second, follow-up teaser titled “Singing” featured Walken driving the electric BMW i5 while listening to USHER’s hit song, “Yeah!”, foreshadowing the singer’s surprise appearance.

“Christopher Walken is iconic, as is the 5 Series. It’s one icon working with another, creating a synergy of two legendary figures. You wait your whole life to make a campaign like this,” added Rich Silverstein, Co-Chairman and Co-Founder of GS&P. “The reality is everyone has a Walken impression. But there’s only one original.”



The campaign will also involve social media extensions including a TikTok activation which challenges creators to give their own spin on a Walken impression to get all of social media #TalkinlikeWalken.

The BMW 5 Series.

More dynamic than ever, the all-new eighth generation BMW 5 Series is available for the first time with a fully-electric drivetrain as the BMW i5. In addition to its sporty, elegant design and signature BMW driving dynamics, the new BMW 5 Series features a wealth of digital innovations and technological advances, including the newest iteration of BMW's Highway Assistant which enables attentive hands-free driving at speeds up to 130 km/h where conditions and speed limits allow. Starting at \$70,500, the all-new BMW 5 Series is available now at BMW retailers nationwide.

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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 50 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

For more information, please contact:

Marc Belcourt
Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado
Manager, Corporate Communications

**BMW
GROUP**

Canada

Corporate Communications



BMW Group Canada

905-428-5005 / barb.pitblado@bmwgroup.ca