

Media Information
26 March 2019

Global Superstar Khalid to Headline BMW i's 2019 #Road to Coachella Campaign.

Activations include a road trip, custom vehicle art, fan pitstop party in Palm Springs with this year's music industry breakout star.

Woodcliff Lake, NJ. BMW i will once again celebrate the #RoadtoCoachella as an official partner of the Coachella Valley Music & Art Festival in 2019. This year's campaign will feature global superstar, Khalid, who joins previous BMW i #RoadtoCoachella headliners, renowned composer and music producer Hans Zimmer ("Inception", "Pearl Harbor," and "The Dark Knight") and Portugal. The Man lead singer John Gourley as creative partners.

WHO: BMW i and chart-topping global superstar Khalid

WHAT: As an official partner of the Coachella Valley Music & Arts Festival for the third consecutive year, BMW i is returning to the desert with an artist-inspired #RoadToCoachella campaign featuring global superstar Khalid.

On the heels of the April 5 release of Khalid's sophomore full length album, Free Spirit, BMW is bringing the album to life with its #RoadtoCoachella campaign that includes multiple activations:

- A fleet of custom art wrapped BMW i8 + BMW i3 models, inspired by Free Spirit and unveiled by a BMW brand video featuring Khalid.
- A group of hand-selected influencers and VIPs will experience the fleet on the #RoadToCoachella drive, and attend the festival, documenting their journey in real-time with the campaign hashtag.
- #RoadToCoachella Palm Springs pitstop (April 11-14, 12-5pm), an immersive, one-of-a-kind experience with a special opportunity to connect fans with Khalid:
 - Meet + Greet with the top billing performer
 - Food Trucks
 - Free Spirit Shop
 - Artist inspired + BMW bandanas via fan-favorite claw machine

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Page 2

- iHeart Radio sweepstakes where one lucky fan will win a Coachella weekend including: use of a custom wrapped i8, roundtrip airfare, hotel accommodations, festival VIP tickets and parking pass.

WHEN:**April 11**

BMW Influencer Road Trip

Location: Palm Springs, CA to Indio, CA

April 13

Khalid x BMW i x #RoadtoCoachella Pit Stop Party Meet + Greet

Location: BMW of Palm Springs 3737 E Palm Canyon Dr



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Page 3

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The BMW Group

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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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