



Media Information
07 April 2022

At the Coachella Valley Music & Arts Festival 2022, the BMW Group is teaming up with the Grammy award winning artist Doja Cat, thus strengthening the ranks of inspiring co-creators.

- Increased collaboration with the legendary California festival
- Co-Creator Doja Cat designs car wrap for the BMW iX
- A diverse team of influencers including Tremaine Emory taps into the festival's sustainability ethos by drawing attention to e-mobility and the all-electric BMW iX and i4 models

Munich. After two pandemic-related breaks and for the fourth time in a row, the BMW Group is using the Coachella Valley Music & Arts Festival as a platform to showcase e-mobility and its all-electric BMW iX and i4 models. More than ever, the festival stands for a unique blend of excellence, pure joy and a strong awareness of the socio-ecological challenges of our time. Inspire and be inspired is the BMW motto for the two festival weekends between 15 and 24 April 2022. For Stefan Ponikva, Head of Brand Communication and Experience, Coachella is an ideal event to showcase the brand and the two all-electric BMW iX and i4 models:

"I'm really excited that Coachella is back. The need for emotional experiences is as important for brands as it is for people. Coachella embodies the perfect blend of inspiration, innovation and sustainable focus. This fits perfectly with the BMW brand values and goals and what turned out to be decisive for our renewed commitment. This year we are designing our communications with artist Doja Cat - she really inspired us with her ideas and creativity."

As one of the most influential artists of our time, Grammy award winning artist Doja Cat is the dazzling new addition to a remarkable roster of co-creators supporting BMW with fresh impulses - during the Coachella Festival and far beyond.

Inspiring instead of persuading.

Since launching with the #RoadtoCoachella campaign in 2017, the goal has been to find artists to partner and co-create with, engaging Coachella attendees in an authentic way while creating a natural relationship between the festival and the BMWi Series. After collaborating with multiple Academy Awards winning composer Hans Zimmer, the alternative rock band Portugal. The Man, and global superstar Khalid, BMW returns to the desert in 2022 with today's most influential artist, Doja Cat.



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For Doja Cat, Coachella is all about creating something impactful. "The show that I'm preparing for Coachella defines everything that I've done from day one. I never like to do the same thing over and over again, I want to embrace that instead of run from it", she says. "BMW is an iconic brand and I am honoured to be working with them. Be on the look out at Coachella for some Doja inspired rides." Her success proves her right: Nominated for numerous music awards, she inspires more than 20 million Instagram followers with her expressive style and authentic personality. She convincingly embodies diversity, equality, creativity - and the BMW brand essence: Joy.

How creating things together benefits everyone

The 2022 BMW Coachella campaign features original content with exclusive behind-the-scenes looks at Doja Cat's Road to Coachella and her rehearsals. The custom BMW iX car wrap inspired by her Grammy-nominated album Planet Her is one of the highlights. For this unique work of art, Doja Cat teamed up with one of the world's most renowned photographers, David LaChapelle, and creative director Brett Alan Nelson. Creative collaboration with other designers is also the approach of the twenty other BMW ambassadors, including skateboarding star Nyjah Huston, the German actor, LGBTI activist and best-selling author Riccardo Simonetti and the respected US fashion designer Tremaine Emory.

Supported by a fleet of all-electric BMW iX and i4 models, they will pass on the joyful atmosphere of Coachella 2022 to their diverse followers around the world - most likely, like the creative organisers of the festival, in an inspiring way to encourage a rethink of sustainability and mobility. Follow us: hashtag #roadtocoachella.



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million automobiles and more than 194.000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About Doja Cat

11-time GRAMMY nominee and Grammy award winning artist Doja Cat made her first upload to Soundcloud in 2013 at just 16-years-old. Having grown up in and around the LA area, she developed a knack for music by studying piano and dance as a kid and listening to the likes of Busta Rhymes, Erykah Badu, Nicki Minaj, Drake, and more. Soon, she went from obsessing over Catwoman (the Halle Berry version) to crate digging on YouTube. The budding talent taught herself Logic and how to compose on a midi controller. Signed to Kemosabe/RCA in 2014, she released her Purrr! EP and followed that with her debut album Amala in spring 2018, but it was her August 2018 release of “Mooo!” which catapulted her into the mainstream and was met with critical acclaim.

Doja Cat's GRAMMY nominated album Planet Her came out in June 2021 and dominated the charts, debuting at #1 on the Billboard Top R&B Albums chart and #2 on the Billboard Top 200 and Billboard Top R&B/Hip-Hop Albums chart, marking Doja Cat's career best and highest debut to date with 109K in total activity in the US alone. Spanning a range of genres Planet Her also generated the highest first day Spotify streams for an album by a female rapper, was the top Pop album upon release based on consumption according to MRC data, and marks both the biggest debut for female rapper and the top female R&B debut of 2021. GRAMMY nominated “Kiss Me More” ft. SZA, the lead single off Planet Her is certified platinum by the RIAA and hit #1 at Top 40 and Rhythm radio with over 2.8 billion streams worldwide. Doja Cat recently became the first rapper to have 3 songs in the Top 10 at Top 40 radio. Amongst others, Doja has received 5 AMAs, 3 MTV VMAs, 3 BMI Awards, 2 MTV EMAs, 1 Billboard Music Award and 1 NAACP Image Award along with countless nominations including 11 GRAMMY Awards.