



Media information
5 February 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
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Woodcliff Lake / Munich. 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."

"It's an honor 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.



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Page 2

"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 BMW 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 85 mph where conditions and speed limits allow.

<https://www.youtube.com/user/BMWUSA>



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Page 3

In the event of enquiries please contact:

Phil Dilanni

BMW of North America, LLC.

phil.dilanni@bmwna.com

Luke Parker

BMW of North America, LLC.

luke.parker@bmwna.com

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.



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Page 4

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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