



Media Information

25 July, 2023

BMW unveils exclusive new partnership with Wilderness Reserve

BMW UK is pleased to announce a new partnership with Wilderness Reserve, a collection of restored properties in rural Suffolk. From July, guests who book to stay at any of the 18 properties across the 8,000-acre estate at Wilderness Reserve will have the opportunity to experience a complimentary all-electric BMW to use at their leisure and throughout the duration of their stay.

Wilderness Reserve is fully committed to sustainability and low impact ways of travelling. Ahead of each stay, guests will have the opportunity to pre-book the spacious fully electric BMW iX or the sporty BMW i4 Gran Coupé, which can be used both on and off site, giving them the freedom to explore the grounds of the estate and surrounding Suffolk countryside.

Wilderness Reserve is an 8,000-acre estate comprising of woodland, lakes and rolling pasture, sprinkled with an eclectic collection of historic and traditional Suffolk properties. Lovingly restored by artisans, each home has a unique character. From the grand Grade II listed manor house and restored 15th century barn, to charming, thatched cottages and romantic retreats, Wilderness Reserve is a long-term conservation and restoration project - protecting English nature and breathing new life into historic properties. The reserve has created over 40 unique activities for guests to enjoy that truly make the most of their open space, lakes and surrounding woodland.

James Morrison, General Manager, BMW UK Events & Partnership said: "We're excited to unveil our partnership with Wilderness Reserve, a collaboration that embodies our mutual commitment to sustainability and luxury. Guests at Wilderness Reserve will have the opportunity to discover Suffolk in the comfort of the all-electric BMW iX and i4 models, enjoying the height of luxury and advanced technology that defines the BMW brand and we can't wait to hear the feedback from the first guests in the coming days."

Harry Hunt, Director of Wilderness Reserve adds: "We are thrilled to be launching this partnership with BMW, offering our guests the opportunity to experience a

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selection of BMW's latest all-electric vehicles during their stay. We are fully committed to ensuring our unforgettable experiences offered at Wilderness Reserve go hand-in-hand with our sustainable mindset, and we can't wait to see our guests experience the joy of driving an all-electric BMW whilst re-charging in the beautiful Suffolk landscape.

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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 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.

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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