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# BMW Partners With Kiehl’s Since 1851 LifeRide For amfAR

# Second Annual Motorcycle Charity Ride to Raise $100,000 for AIDS Research

**Woodcliff Lake, NJ – July 25, 2011**…BMW of North America, LLC is pleased to announce its partnership in the second annual Kiehl’s Since 1851 LifeRide for amfAR, a seven-day charity motorcycle ride taking place July 31 - August 6, 2011. By providing a fleet of leading-edge motorcycles and luxury automobiles for ride participants, BMW is supporting a mission to heighten awareness and raise funds for amfAR, The Foundation for AIDS Research, along the east coast.

Inspired by Kiehl’s history with motorcycles, spirit of adventure, and philanthropic heritage, the ride will be led by Chris Salgardo, President, Kiehl’s USA and Alain de Cadenet, Le Mans racer and ESPN “Speed Channel” Host, along with notable motorcycle enthusiasts eager to join the fight against HIV/AIDS, including Mark Paul Gosselaar, Jason Lee, Tyson Beckford, Tricia Helfer, Justin Chatwin, Katee Sackhoff, Teddy Sears, Christopher Redman, Marguerite Moreau, Paul Cox, Paul D’Orlean, Conrad Leach and more.

With five stops along the way, Kiehl’s Since 1851 – the venerable New York-based purveyor of fine quality skin and hair care – will make donations at each, totaling $75,000. Along the way, riders will also enjoy a private tour of Simeone Foundation Auto Museum, private track time at the famed Lime Rock Raceway, and more – all of which has been donated.

Stops/check presentations at Kiehl’s freestanding stores will be held:

• July 31st: King of Prussia Mall, King of Prussia, PA – 12:30pm – 1:30pm

• August 1st: Walnut Street, Philadelphia, PA – 11am – 1:00pm

• August 4th: Stop 1: Burlington Mall, Burlington, MA – 10am – 11am

 Stop 2: Newbury Street, Boston, MA – 12pm – 1:30pm

• August 6th: NYC Flagship Store, New York, NY – 12pm – 4pm – BBQ/Block Party

In honor of LifeRide, for every customer that visits Kiehl’s free-standing stores on these dates, Kiehl’s will donate $5 to amfAR, up to the $75,000 total donation.

Kiehl’s customers will also be able to join the fight against AIDS/HIV: In celebration of LifeRide, Kiehl’s will introduce Limited Edition Ultra Facial Cream, a Limited Edition version of its customer favorite, with 100% of Kiehl’s net profits from the sale of this product, up to $25,000, to benefit amfAR. The Limited Edition product features a specially-designed motorcycle motif inspired by the ride, and will available at Kiehl’s stores nationwide, and at Kiehls.com.

Customers can also support LifeRide by donating $10 to amfAR with your cellphone. Text LIFERIDE to 80888 and reply YES to confirm. Depending on your carrier agreement, message and data rates may apply.  Your $10 donation will appear on your regular monthly phone bill.

In the spirit of giving, Kiehl’s will offer a Celebration Discount of 15% off all purchases at each store – the day it is hosting an event, and for those unable to attend the events, in honor of the LifeRide, Kiehl’s is also delighted to extend complimentary ground shipping and a week’s supply of Creme de Corps when you purchase the new Limited Edition or standard Ultra Facial Cream online at www.kiehls.com. Simply enter the code LIFERIDE upon checkout – offer expires 8/7/11.

To find out more about LifeRide, obtain a schedule of events in your neighborhood, or to get involved in the fight against HIV/AIDS, go to www.kiehls.com or www.kiehlsgives.com.

**amfAR, The Foundation for AIDS Research**

Founded in 1985, amfAR is dedicated to ending the global AIDS epidemic through innovative research. With the freedom and flexibility to respond quickly to emerging areas of scientific promise, amfAR plays a catalytic role in accelerating the pace of HIV/AIDS research and achieving real breakthroughs. amfAR-funded research has increased our understanding of HIV and has helped lay the groundwork for major advances in the study and treatment of HIV/AIDS. Since 1985, amfAR has invested nearly $325 million in its mission and has awarded grants to more than 2,000 research teams worldwide. For additional information on amfAR, visit www.amfAR.org.

In the past year, amfAR has awarded more than one million dollars in grants to East Coast-based organizations working on research, prevention, and eduction. Since 1987, the Foundation has issued more than $59.3 million in grants throughout the East Coast region. For additional information about amfAR, please visit www.amfAR.org.

**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 the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car BMW Sports Activity Vehicle centers, 137 BMW motorcycle retailers, 107 MINI passenger car dealers, and 36 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.

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: www.press.bmwna.com. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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