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**BMW i Born Electric Tour makes first stop in Rome.**

**The *Palazzo delle Esposizioni* in Rome marked the starting point for the worldwide tour of BMW i – the sub-brand of BMW which encompasses sustainable mobility. The full program is available at** [**www.bmw-i.it**](http://www.bmw-i.it)**.**

**World Tour to make only U.S. stop in New York City in November 2012**

**Rome, Italy – June 22, 2012...** The BMW Group inaugurated the BMW i Born Electric Tour at the Palazzo delle Esposizioni located at Via Nazionale 194 in Rome. The worldwide tour will go on to visit six other major cities over the next 12 months: Dusseldorf, Tokyo, New York, London, Paris, and Shanghai.

BMW i was introduced by the BMW Group last year and is now in the process of preparing for the launch of vehicles under the brand in coming years. The models will be characterized by extremely low environmental impact and designed for the express purpose of reconciling the demands for individual mobility and sustainability.

Two prototypes are being presented at the event: the BMW i3 Concept and the BMW i8 Concept. With its zero-emissions all-electric engine and a range of 80-100 miles, the BMW i3 Concept was designed expressly for city use. True to BMW, it also offers a dynamic driving experience.

“We are very proud,” stated Franz Jung, President and Managing Director of BMW Italia S.p.A., “that this world tour is starting out from Italy and from the city of Rome. This major urban city is predestined for innovative solutions and we wanted to confirm our commitment to sustainable mobility. Furthermore, we believe that the automobile represents an asset for society in terms of contributing to the creation of value, and at the same time, represents an irreplaceable means of individual mobility.”

The presentation in Rome is designed to demonstrate the BMW Group’s holistic approach to future mobility, not only in terms of products displayed, but also in terms of networking information, technologies, and transportation systems. The initiative also benefits from collaboration with the Italian architect and designer, Fabio Novembre. Through collaboration with the Officina Design and Driade, he will create his interpretation of the city and be the first of seven major world-class artists engaged to offer their visions of the urban context.

To underline the integrated approach of the event, other local designers and businesses working in the field of sustainable luxury goods, were selected to develop products representing “Next Premium”. For example the high-fashion eyeglass frames W-eye™, the Etcetera-Design furniture brand, jewelry designer Alice Visin, and the Italian Catellani & Smith brand of lamps.

The event in Rome is scheduled to cover four days from the June 20 - 24. Yesterday, a series of workshops open to public provided a platform to exchange views with international experts including Jessica Scorpio (Getaround), Benoit Jacob (BMW i), Oriana Persico (AOS), Andrea Granelli (kanso.it), Federico Ferrazza (WIRED), Carlo Ratti (MIT), Francesco Lipari (OFL Architecture), Fabio Novembre and Joseph Grima (DOMUS). On 22 and 23 June, the exhibit will be open to the public from 10:00 a.m. to 5:30 p.m. The detailed program of meetings can be found at [www.bmw-i.it](http://www.bmw-i.it).

With BMW i, the BMW Group is consolidating its position as the most innovative and sustainable automobile manufacturer in the world and is responding to the challenges of the future in terms of eco-sustainable mobility. Together with its premium electric vehicles, BMW also offers a range of services for mobility. These are services aimed at optimizing the use of parking spaces, the utilization of navigation systems that can access local information, intermodal road maps, and car-sharing schemes such as DriveNow.

BMW i recently acquired an interest in MyCityWay and ParkatmyHouse web portals. ParkatmyHouse makes it possible for private persons to rent their personal parking space when it is not in use, via the internet or a specific smartphone application.

## 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 113 MINI passenger car dealers, and 32 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.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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