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**BMW Announces “X1 Restore the Outdoors” Social Good Program.**

**The BMW X1 Will Drive Cross Country Posting Pictures of Outdoor Places We Love. For Every Facebook Like, BMW Donates a $1.**

**Woodcliff Lake, NJ – August 23, 2012…** BMW of North America today launched the ‘X1 Restore the Outdoors’ social media program in Seattle, WA which will run through September 10 in New York City. X1 Restore the Outdoors is a social good program that gives back to the outdoor places we love including parks, beaches, forests and recreational locations across the country.

The X1 will travel through the United States for two and half weeks, stopping at 12 predetermined locations. Drivers will take an Instagram photo at each stop and share it at the www.RestoretheOutdoors.com Facebook page. For every “Like” the photo receives, BMW will donate one dollar back to that location – up to $10,000 for each location.  You give a like. BMW donates a buck.

“So many people want to give back to our local communities and help protect and restore our natural habitat, but either don’t have the time or don't know how best to contribute,” said Trudy Hardy, Manager, BMW Marketing Communications and Consumer Events. “With the X1Restore the Outdoors program and the help of our fans, we can give back to some of the places we love, with a simple ‘Like’.”

The 12 locations in the X1 Restore the Outdoors campaign are: Discovery Park Seattle, WA (August 23); Forest Park Portland, OR (August 24); Redwood National Forest San Francisco, CA (August 26); Topanga State Park Los Angeles, CA (August 28); Red Rock Canyon Las Vegas, NV (August 29); Indiana Dunes Chicago, IL (August 31); White Rock Lake State Park Dallas, TX (September 2); Sam Houston National Forest Houston, TX (September 3); Oleta River State Park Miami, FL (September 5); Sweetwater Creek State Park Atlanta, GA (September 7); River Bend Park Washington, D.C. (September 9) and Tompkins Square Park New York, NY (September 10).

Find out more at [www.restoretheoutdoors.com](http://www.restoretheoutdoors.com)

To be launched in the United States in Fall 2012, the all-new BMW X1 builds on the success of its first generation counterpart, offering drivers functionality, sporting ability, efficiency and comfort. Already globally successful, it is the first sub-compact Sport Activity Vehicle that blends the versatility and robustness of a BMW X model with a high level of agility and compact exterior dimensions. It is equipped with TwinPower Turbo technology and also offers the option of BMW Assist and BMW ConnectedDrive driver assistance systems.

**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, 115 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 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](http://www.press.bmwna.com).  Additional information, images and video may be found at [www.bmwusanews.com](http://www.bmwusanews.com).  Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com/).