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**BMW Media Preview of Three Key Vehicles Prior to Public Unveilings
During Rolex Monterey Motorsports Reunion and Pebble Beach Concours
d'Elegance**

- **BMW i8 Concours d'Elegance Edition – prior to its crossing the block at the Pebble Beach Auctions by Gooding and Company on Saturday.**
- **BMW Vision Future Luxury – prior to its North American premiere on the concept car lawn at the Pebble Beach Concours d'Elegance on Sunday.**
- **30th Anniversary BMW M5 – prior to its appearances at Legends of the Autobahn on Friday and the Rolex Monterey Motorsports Reunion on Saturday and Sunday.**
- **Thursday, August 14 5:00pm - BMW Villa – Pebble Beach**

Woodcliff Lake, N.J. – August 11, 2014... BMW is pleased to invite credentialed media to a press preview prior to the 2014 Pebble Beach Concours d'Elegance and Rolex Monterey Motorsports Reunion. Three significant cars will be previewed before their public unveilings later that weekend. Speakers will include **Ludwig Willisch, President & CEO – BMW of North America** and **Karim Habib, Head of BMW Automobile Design for the BMW Group.**

BMW Vision Future Luxury

Offering a glimpse into the long-term view of modern luxury for the BMW brand, the **BMW Vision Future Luxury** stands for a forward-looking fusion of exclusivity and innovation as well as a driving experience that is at once emotional and exclusive. All of this is conveyed

through its groundbreaking exterior and interior design along with its innovative technology, a pioneering lightweight engineering concept and a seamlessly integrated user interface and driving experience that caters to the needs of all occupants at once. “The design of the BMW Vision Future Luxury is the messenger of our philosophy of modern luxury, one in which innovative technologies play a key and vital role. These innovations deliver a new, multifaceted luxury experience that spans intelligent lightweight engineering, innovative interior design and a radically new user interface design,” says Karim Habib, Head of BMW Design, summing up the design approach to the BMW Vision Future Luxury.

BMW i8 Concours d’Elegance Edition

In celebration of the US arrival of the BMW i8, the world’s most innovative sports car, **a one-of-a-kind 2014 BMW i8 Concours d’Elegance Edition** during the annual Pebble Beach Auctions at Pebble Beach on Saturday, August 16. Proceeds of the sale will go to the Pebble Beach Company Foundation and the Pebble Beach Concours d’Elegance.

The i8 Concours d’Elegance Edition will be distinguished by a unique paint scheme and interior treatment as well as other features that will make it unlike any other BMW i8 in the world. The BMW i8 Concours d’Elegance Edition will be sold by Gooding & Company, the official auction house of the Pebble Beach Concours d’Elegance.

The 2014 BMW i8 Concours d’Elegance Edition will feature BMW Individual Frozen Grey Metallic exterior paint. The unique interior will boast Dalbergia Brown leather upholstery, which is tanned using dye derived from plant extracts. The upholstery is accented with stitching in BMW i Blue. The Pure Impulse Tera World interior includes other trim accents in BMW i Blue, including the seat belts, as well as having “BMW i8” embossed into the front headrests. A number of US firsts will be included with this special edition including laser headlights, pending government approval, a BMW i8 Display key as well as the first BMW Charging Station, professional edition.

30th Anniversary Edition BMW M5

The BMW M5 “30 Jahre M5” will be produced in a limited run of 300 examples worldwide, and 30 of them will be imported to the United States. With an output of 600hp and 516 lb-ft of torque, it will not only be the most powerful M5 ever sold but also the most powerful BMW production model ever.

Featuring a Frozen Dark Silver Metallic exterior, part of the BMW Individual palette of hues, the 30th Anniversary Edition BMW M5 is also identified with Black Chrome “30 Jahre M5” (German for 30 years of the M5) badges, appearing on the kidney grill surrounds, the front

fenders, door handles and twin dual exhaust pipes. The exterior of the 30th Anniversary Edition M5 is further complemented by 20 inch, bi-color M light-alloy wheels.

“30 Jahre M5” badges are also featured in the interior, with a 1/300 identification number integrated into the Aluminum Trace trim strip on the front passenger side of the cockpit.

A black Alcantara/Leather combination graces the M multifunctional seats which also include embroidered “30 Jahre M5” badges. The center console and the door panels are also covered in black Alcantara, while the headliner features Alcantara Anthracite.

Press Conference Details

Thursday, August 14

Cocktails Beginning at 5:00pm

Press Conference 6:00pm – 6:30pm

The BMW Villa

1463 Cypress Dr (corner of Cypress Dr. and Stevenson Dr.)

Pebble Beach, CA

To confirm your attendance, please contact Dave Buchko at dave.buchko@bmwna.com or by text at 201-321-6857.

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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 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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