

For Release: August 15, 2014

Contact: Stacy Morris
Corporate Communications Manager, Marketing & Culture
BMW of North America, LLC
(201) 370-5134/ stacy.morris@bmwna.com

Alexandra Ezra
Rubenstein Communications
(212) 843-9224 / aezra@rubenstein.com

BMW Delivers First BMW i8 Sports Cars in the U.S. at Pebble Beach Concours d'Elegance.

Chef Thomas Keller, Roger Penske and Rick Hendrick Among the First to Take Delivery of the Revolutionary BMW i8 Plug-In Hybrid.

Woodcliff Lake, NJ – August 15, 2014... Today, BMW delivered the first plug-in hybrid BMW i8 sport cars at Pebble Beach Concours d'Elegance, the world's premier celebration of the automobile, in Carmel, Calif. In celebration of the revolutionary sports car made with carbon fiber, renowned Chef Thomas Keller is hosting an intimate dinner at the BMW Villa for a handful of the first owners of the BMW i8. In addition to hosting the special occasion, Chef Keller, who has set the standard within the hospitality industry with restaurants including Per Se in New York and French Laundry in Napa Valley, is joining the BMW i family after taking delivery of his BMW i8.

Among the first group receiving a BMW i8 is Roger Penske, Chairman of Penske Corporation, Penske Automotive Group and Team Penske, which operates race teams in both the NASCAR and IndyCar series. With a strong legacy in transportation services, Penske understands the significance of the plug-in sports car to the automotive industry. Rick Hendrick, Chairman of Hendrick Automotive Group, currently the second-largest privately held dealership group in the country, will also be taking delivery of a BMW i8 during Pebble Beach Concours d'Elegance. Additionally, Hendrick is the owner of Hendrick Motorsports, fielding four teams competing in the premier NASCAR Sprint Cup Series.

"Today marks an exciting day for BMW of North America, as we take another step towards furthering sustainable mobility with the BMW i8, the plug-in hybrid sports car made with carbon fiber," said Ludwig Willisch, President & CEO, BMW of North

America. “We are proud to see the i8, the second of BMW i’s visionary vehicles, enter the market.”

The list of those joining the exclusive dinner and taking delivery of a BMW i8 at the BMW Villa during Pebble Beach Concours d’Elegance also includes:

- Tony Fadell, Founder and CEO of Nest, which reinvents unloved home products, like the thermostat.
- Michael Fux, a pioneer in the mattress and bedding industry and is currently CEO of Comfort Revolution.
- John Hendricks, Founder of the global media company Discovery Communications and Founder of Curiosity Project, a multi-platform service delivering highest-quality deep-dive content to lifelong learners.
- Barry Klarberg, Founder, CEO, Monarch Business and Wealth Management.
- Miles Nadal, Chairman, CEO President and Founder of MDC Partners, one of the largest advertising holding companies worldwide.
- Sam Nazarian, Founder, Chairman and CEO of SBE, a leading global hospitality and entertainment company.
- Patrick Wachsberger, Co-Chairman of Lionsgate Motion Picture Group, a premier next generation global content leader.

Continuing the celebration of the U.S. arrival of the BMW i8, on Saturday, August 16, Jay Leno will present a one-of-a-kind 2014 BMW i8 Concours d’Elegance Edition, which will be auctioned off during the annual Pebble Beach auctions. 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. For more information on the auction, please [click here](#).

With its futuristic design and groundbreaking technology, the BMW i8 operates with extremely low fuel consumption (76 MPGe) and emissions output, and is capable of accelerating from 0-60 mph in 4.2 seconds on the way to an electronically governed top speed of 155 mph. The BMW i8 has an MSRP of \$135,700. It joins BMW i’s growing lineup of visionary vehicles dedicated to solving many of the mobility challenges faced by the world’s most densely populated cities.

For updates during Pebble Beach Concours d’Elegance on BMW’s social media platforms, follow the conversation with:

- Facebook: <https://www.facebook.com/BMWiUSA>
- Twitter: <https://twitter.com/bmwiusa>
- Twitter hashtags: #BMW, #BMWi8, #BMWi, #HelloFuture
- Instagram tags: @BMWUSA

Note: Images and video will be made available at www.bmwusanews.com

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 and X4 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.

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

#