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**One-of-a-Kind 2014 BMW i8 Concours d'Elegance Edition Sold For World Auction Record Price of \$825,000 During Gooding & Company's Annual Pebble Beach Auctions.**

One-of-a-Kind 2014 BMW i8 Concours d'Elegance Edition, Presented by Jay Leno and Ludwig Willisch, President and CEO of BMW of North America

**Woodcliff Lake, NJ – August 17, 2014...** On Saturday evening, August 16, in celebration of the U.S. arrival of the revolutionary BMW i8, Jay Leno and Ludwig Willisch, President and CEO, BMW of North America, presented a one-of-a-kind 2014 BMW i8 Concours d'Elegance Edition, which was then auctioned off for \$825,000, including buyer's premier, during Gooding & Company's annual Pebble Beach Auctions. This is a world auction record price for a BMW i8.

Sold ahead of the official BMW i8 fall sale date for approximately six times the MSRP of \$135,700, the 2014 BMW i8 Concours d'Elegance Edition is unlike any other BMW i8 in the world. Proceeds of the sale made by Gooding & Company, the official auction house of the Pebble Beach Concours d'Elegance, will go to the Pebble Beach Company Foundation, which raises funds for Monterey County youth and distributes grants spanning the arts, athletics, environmental sciences, educational organizations and community programs.

The 2014 BMW i8 Concours d'Elegance Edition features BMW Individual Frozen Grey Metallic exterior paint and a Dalbergia Brown leather upholstery, which is tanned using

dye derived from plant extracts and accented with stitching in BMW i Blue. Other trim accents in BMW i Blue, include the seat belts. Further marking this as truly one-of-a-kind, the words “Concours d’Elegance Edition” i8 are laser etched in the interior and “BMW i8” is embossed into the front headrests.

### **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](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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