



**For Release:** January 26, 2015

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**BMW Debuts New, All-Electric BMW i3 Commercial to Air During NBC's Broadcast of Super Bowl XLIX Featuring Katie Couric and Bryant Gumbel.**

**Woodcliff Lake, NJ – January 26, 2015...** Today, BMW officially premiered the new, 60-second spot for the all-electric BMW i3 that will air during the first quarter of NBC's broadcast of Super Bowl XLIX on Sunday, February 1, 2015. After a 4-year hiatus, BMW will be returning to the big game with "[Newfangled Idea](#)," featuring Katie Couric and Bryant Gumbel. The spot juxtaposes the famous 1994 Today Show clip of Katie Couric and Bryant Gumbel's initial confusion surrounding "what is the internet?", to Katie and Bryant in 2015 grasping the newfangled concept of the revolutionary BMW i3.

"In 1994, people had not yet grasped what the internet was, which is similar to how electric mobility is viewed today," said Trudy Hardy, Vice President of Marketing, BMW of North America. "Electric mobility is at a tipping point. We are on the verge of something great and we hope that with this spot, we can educate audiences about the BMW i3 and e-mobility in a fun and engaging way."

The BMW i3 spot marks the first time both Katie and Bryant have participated in national brand advertisement.

"When BMW offered me the chance to turn back the clock to 1994 and make fun of Bryant—and myself – I jumped at the opportunity," said Katie Couric. "The tape doesn't lie, we weren't exactly visionaries back then, but thankfully in 2015 we are much more adept @ recognizing game-changing, environmentally friendly innovations like the BMW i3."

"The BMW i3 Super Bowl spot is my very first commercial, and the opportunity to reunite with Katie was a no-brainer," said Bryant Gumbel. "We are not actors, and we got to be ourselves, which made it fun and easy."

BMW i is BMW's forward-looking and sustainable brand dedicated to solving many of the mobility challenges faced by the world's most densely populated cities. The BMW i3 is the first of the BMW i vehicles constructed from the ground up primarily of carbon fiber. Currently available in the U.S., the BMW i3 has a starting MSRP of \$43,350 (Including \$950 Destination and Handling), and the range-extender model has a starting MSRP of \$47,200 (Including \$950 Destination and Handling).

The spot is part of a larger campaign that includes digital and social activations. KBS (Kirshenbaum Bond Senecal + Partners) developed and executed the creative and UM is responsible for media buying on behalf of BMW.

"Newfangled Idea" is now available on BMW of North America's YouTube channel:

<http://youtu.be/U1jwWwJ-Mxc>

Visit <http://bmwusa.com/hellofootball> for official BMW i3 Super Bowl content, and follow the BMW i3 Super Bowl conversation with:

- Facebook: <https://www.facebook.com/BMWiUSA>
- Twitter: <https://twitter.com/bmwiusa>
- Instagram: <http://instagram.com/bmwusa>
- Tumblr: <http://bmwusa.tumblr.com/>
- Hashtag: #HelloFuture

**For Media:** Behind-the-Scenes footage and official images available for download at:

[www.BMWUSANews.com/SuperBowl](http://www.BMWUSANews.com/SuperBowl)

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## **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, 147 BMW motorcycle retailers, 122 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 on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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