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**Contact:** Stacy Morris  
BMW of North America, LLC  
(201) 370-5134 / [Stacy.Morris@bmwna.com](mailto:Stacy.Morris@bmwna.com)

**BMW Donates 20 BMW i3 Vehicles to NYC Parks in Support of TreesCount!  
2015 Census.**

Collaboration Announced During Joint Press Conference with NYC Parks  
Commissioner at Julio Carballo Park in the South Bronx, N.Y.

**New York, N.Y. – May 19, 2015...** BMW of North America announced its support of NYC Parks for its TreesCount! 2015 program with a donation of 20 BMW i3 vehicles. With these BMW i3 vehicles, TreesCount! staff and volunteers can easily travel throughout the five boroughs to map more than 600,000 street trees, helping to ensure a greener future for the City of New York, its residents and visitors.

BMW deepened its commitment to sustainability with the 2014 launches of the all-electric BMW i3 and BMW i8, a plug-in hybrid sports car. Every element of the vehicles, from the carbon fiber frames to the keys, is built using high quality renewable materials and sources.

“BMW’s vision for a more sustainable future aligns closely with New York City Parks’ TreesCount! mission. We are proud to donate 20 BMW i3 vehicles to help the City collect data that will enable it to understand the environmental and economic benefits of the street trees and inspire a new generation of New Yorkers who care about their city,” said Manuel Sattig, Head of Brand Strategy and Communication, BMW of North America.

“We are so grateful for BMW’s support as we conduct our third street tree census across New York City. The innovative BMW i3 vehicles are a perfect fit with the new technology and mapping tools we are launching during Trees Count! 2015,” said Mitchell J. Silver, FAICP, NYC Parks Commissioner.

The BMW i3 vehicles will be deployed across all five boroughs starting today.

## **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; Designworks a strategic design consultancy based 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, 146 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.

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