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The All-New, Next-Generation BMW 7 Series Featured in the Highly-Anticipated Film “Mission: Impossible - Rogue Nation,” in Theaters Worldwide July 31.

BMW of North America Launches “Mission to Drive” Marketing Campaign in Support of Film Tie-In.

Woodcliff Lake, NJ – July 31, 2015... The all-new BMW 7 Series, the brand’s flagship in its sixth generation, is featured in the highly-anticipated film “Mission: Impossible – Rogue Nation,” from Paramount Pictures and Skydance, in theaters worldwide July 31. BMW is the exclusive worldwide automotive partner of this installment of the legendary action film franchise starring Tom Cruise.

This is the second time BMW has lent its superior technological support to the franchise, enabling it to deliver breathtaking automotive stunt scenes shot around the globe. BMW previously partnered with Paramount on 2011’s “Mission: Impossible – Ghost Protocol.”

“We were thrilled to again have the support of BMW during the making of the film,” said LeeAnne Stables, President of Worldwide Marketing Partnerships for Paramount Pictures. “The vehicles performed magnificently under very difficult circumstances, and we know audiences will be amazed by the action driving stunts seen in the film.”

In addition to providing production support to the filmmaking team, BMW of North America will launch a series of “Mission to Drive” marketing initiatives around the film including television, radio and digital advertising. The automaker was the exclusive sponsor of the world premiere of the film in Vienna, Austria.

The 2016 BMW 7 Series sets a new benchmark in lightweight design, driving dynamics, comfort, intelligent connectivity and intuitive operation. Based on innovations and technology transferred from BMW i, the BMW 7 Series’ groundbreaking Carbon Core technology increases the strength and rigidity of the passenger cell while also reducing the vehicle weight, allowing for a 190-pound weight reduction in comparison to its predecessor. Additionally, the all-new BMW 7

Series features the world's first Gesture Control. Pre-selected hand movements in the vicinity of the center console allow the driver to adjust the audio volume control and accept or reject incoming phone calls, among other functions.

Paramount Pictures and Skydance present a Tom Cruise / Bad Robot Production, "MISSION: IMPOSSIBLE – ROGUE NATION." With the IMF disbanded and Ethan (Tom Cruise) out in the cold, the team now faces off against a network of highly skilled special agents, the Syndicate. These highly trained operatives are hellbent on creating a new world order through an escalating series of terrorist attacks. Ethan gathers his team and joins forces with disavowed British agent Ilsa Faust (Rebecca Ferguson), who may or may not be a member of this rogue nation, as the group faces its most impossible mission yet. Starring Tom Cruise, Jeremy Renner, Simon Pegg, Rebecca Ferguson, Ving Rhames, Sean Harris and Alec Baldwin.

The film is directed by Christopher McQuarrie, with a screenplay by Christopher McQuarrie and story by Christopher McQuarrie and Drew Pearce. Based on the television series created by Bruce Geller. Produced by Tom Cruise, J.J. Abrams, Bryan Burk, David Ellison, Dana Goldberg and Don Granger. Jake Myers is an executive producer.

Paramount Pictures will distribute "MISSION: IMPOSSIBLE – ROGUE NATION" on July 31, 2015.

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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 Rolls-Royce 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, 148 BMW motorcycle retailers, 123 MINI passenger car dealers, and 36 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 and www.press.bmwna.com.

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