



For Release: July 19, 2016

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Media Alert: BMW Celebrates 100th Anniversary at Monterey Car Week.

Media Preview at The Annual BMW Press Conference on Thursday, August 18th.

Woodcliff Lake, N.J. – July 19, 2016... BMW is pleased to invite credentialed media to join the 'BMW at the 2016 Monterey Car Week' preview press conference on August 18th at 4:30pm.

In the largest celebration this year outside of Munich, BMW will celebrate its illustrious racing history and 100th anniversary of its founding at the three premiere events of Monterey Car Week this August in Monterey California. As a featured marque at the Rolex Monterey Motorsports Reunion, The Quail, A Motorsports Gathering and at the Pebble Beach Concours d'Elegance, visitors can be assured that the paddock will be bustling with the cars and people that have defined The Ultimate Driving Machine® for ten decades.

In celebration of its 100th anniversary, BMW of North America will unveil a world premier concept car and a very special, freshly restored classic BMW during its annual press conference which this year will take place at the BMW Living Legends Garage at Mazda Raceway Laguna Seca. Rather than a static heritage display that is typical for the featured marque at the Rolex Reunion, BMW of North America is developing the BMW Living Legends Garage to house a selection of representative racing BMW's that chronicle the history of the company. Many of these cars will be actively competing in the racing action so visitors will be able to see, hear and feel the living history of the brand.

Public showings later that weekend are planned for The Quail, A Motorsport Gathering, Legends of the Autobahn Concours d'Elegance, Rolex Monterey Motorsport Reunion and Pebble Beach Concours d'Elegance.

Press Conference speakers will include Ludwig Willisch, President & CEO – BMW of North America LLC., Michael Scully, BMW Design, Ulrich Knieps, Director, BMW Group Classic.

Press Conference Details

Date	Thursday, August 18 th
Cocktails	Beginning at 4:30pm
Press Conference	5:00pm – 5:40pm
Location	BMW Living Legends Garage Mazda Raceway Laguna Seca 1021 Monterey-Salinas Hwy, Salinas, CA

To confirm your attendance, please contact Joe Perkowski at joseph.m.perkowski@bmwnaext.com

For More Information as well as images and video:

<http://www.bmwusa.com>

[Twitter.com/BMWUSANews](https://twitter.com/BMWUSANews)

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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.

Information about BMW Group products is available to consumers via the Internet at:
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