



**For Release:** August 2, 2016

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**Intercontinental Hotel Group and IHG Rewards Club Join BMWUSA Classic as Supporting Partner**

**Woodcliff Lake, N.J. – August 2, 2016...** BMWUSA Classic announced today that is has added Intercontinental Hotel Group and IHG Rewards Club as a supporting partner through the remainder of 2016. The agreement is the newest part of a relationship between BMW of North America, LLC and IHG that began in 2009 with motorsport sponsorship.

"IHG and IHG Rewards Club have been an integral part of BMW of North America's M3, Z4 and M6 racing programs and we are pleased they elected to partner with BMWUSA Classic to support our classic activities through our centenary year," said Thomas Plucinsky, Department Manager, BMW Group Product Communications. "We look forward to sharing our passion for the history of the BMW brand with our partners from IHG."

The new partnership will be in full effect this August when, in the largest celebration this year outside of Munich, BMW will celebrate its illustrious racing history and 100<sup>th</sup> anniversary of its founding at the three premiere events of Monterey Car Week 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.

"BMW have a rich automotive heritage built on design and performance, attributes we share at IHG. It is a privilege to be able to support BMWUSA Classic in its centenary year and at Monterey, where the full breadth of their achievements will be displayed at both the

Rolex Reunion and the Pebble Beach Concours D'Elegance" commented Adrian White, Director of Partnerships, IHG.

IHG will host a number of VIP guests during the Monterey Car Week events with special behind the scenes access provided by BMWUSA Classic. IHG will also produce a limited edition poster honoring BMW racing driver and IHG Ambassador Bill Auberlen for the Monterey events.

### **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 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 products is available to consumers via the Internet at:

[www.bmwusa.com](http://www.bmwusa.com).

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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**Notes to Editors:**

[IHG® \(InterContinental Hotels Group\)](#) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including [InterContinental® Hotels & Resorts](#), [Kimpton® Hotels & Restaurants](#), [HUALUXE™ Hotels and Resorts](#), [Crowne Plaza® Hotels & Resorts](#), [Hotel Indigo®](#), [EVEN® Hotels](#), [Holiday Inn® Hotels & Resorts](#), [Holiday Inn Express®](#), [Staybridge Suites®](#) and [Candlewood Suites®](#).

IHG franchises, leases, manages or owns more than 5,000 hotels and 742,000 guest rooms in almost 100 countries, with nearly 1,400 hotels in its development pipeline. IHG also manages [IHG® Rewards Club](#), the world's first and largest hotel loyalty programme with nearly 94 million members worldwide.

[InterContinental Hotels Group PLC](#) is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.ihgrewardsclub.com](http://www.ihgrewardsclub.com) for more on IHG Rewards Club. For our latest news, visit: [www.ihg.com/media](http://www.ihg.com/media) and follow us on social media at: [www.twitter.com/ihg](https://www.twitter.com/ihg), [www.facebook.com/ihg](https://www.facebook.com/ihg) and [www.youtube.com/ihgplc](https://www.youtube.com/ihgplc).