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BMW and Montblanc launch the “Montblanc for BMW” Special Edition in the U.S. at Pebble Beach.

Woodcliff Lake, NJ – August 16, 2016 . . . Coinciding with last year’s launch of the all-new 2016 BMW 7 Series, BMW and Montblanc proudly present a special collaboration between the two world-famous premium brands: the “Montblanc for BMW” Special Edition, a collection of lifestyle accessories designed specifically for the 2016 BMW 7 Series.

Now available in the U.S. the “Montblanc for BMW” Special Edition will be presented during Monterey Car Week at BMW’s Villa at Pebble Beach. The collection is inspired by the spirit of innovation and heritage of sophistication that unite the luxury Maison and the dynamic automaker. The customized leather goods and writing instruments created for this special collection seamlessly combine some of Montblanc’s most iconic designs with details inspired by the new BMW 7 Series.

“There’s a lot of symmetry between our brands, which makes this collaboration very natural,” said Eric Riehle, Accessory and Lifestyle Manager at BMW of North America. “The Montblanc for BMW Special Edition collection is the perfect accompaniment to our flagship BMW 7 Series sedan and we are happy to offer it to customers in the U.S.”

“Montblanc for BMW” Special Edition will be available for purchase through your local BMW Center and will be on display at select BMW locations, as well as in four Montblanc Boutiques: Yorkdale (CAN), Houston, Miami Aventura and New York Madison Ave. The collection can also be purchased online at the [Montblanc website](#).

Please find detailed information about the products of the “Montblanc for BMW” Special Edition in the attached document.

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:

www.bmwusa.com.

About Montblanc:

Guided by the pioneering spirit since 1906, Montblanc revolutionized the culture of writing with breakthrough innovations. Today, the Maison continues to push boundaries and evolve the expression of fine craftsmanship across each of its product categories: the pinnacle of luxury writing instruments, timepieces, leather goods, accessories, fragrances and eyewear. With every innovation, Montblanc offers new functionalities and groundbreaking designs imbued with the Maison’s heritage of sophistication and crafted to the highest standards through the skills of its artisans in each of its manufactures whether Hamburg, Germany for its writing instruments, the Swiss Jura in Le Locle and Villeret for its timepieces or Florence, Italy for its leather goods. Reflecting its ongoing mission to create fine lifetime companions born from the most pioneering ideas, the iconic Montblanc Emblem has become the

ultimate seal of performance, innovation, quality and expression of style. With its origins deeply rooted in the culture of handwriting, Montblanc continues to assert its cultural commitment around the world with the creation of wide-ranging initiatives to promote arts and culture in many forms, while honoring the modern day patrons who support the advancement of the arts.

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Journalist note: Information about BMW and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

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