

BMW

U.S. Press Information

For Release: **Immediate Release.**

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Media Alert: BMW To Unveil World Premiere Concept Car at the Monterey Car Week 2017 Press Conference on Thursday, August 17th at The Lodge at Pebble Beach.

Woodcliff Lake, N.J. – July 31, 2017... BMW is pleased to invite all accredited media for the World Premiere of an all-new BMW Concept vehicle and the exclusive North American Premiere of the highly acclaimed BMW Concept 8 Series. The unveiling of the two concept vehicles and press conference will take place on Thursday August 17th at 10:00 am at the Pebble Beach Concours d'Elegance Reviewing Stand on the 18th green of The Lodge at Pebble Beach Golf Course. Speakers will include Bernhard Kuhnt, new President & CEO BMW of North America and Adrian van Hooydonk, BMW Group Head of Design.

After an eighteen year hiatus, the '8 Series' name returns to the BMW portfolio with the BMW Concept 8 Series shown on the Concept Lawn at the Pebble Beach Concours d'Elegance this year. The BMW Concept 8 Series serves as a preview of a forthcoming BMW model – the new BMW 8 Series Coupe, slated for launch in 2018.

"The number 8 and cars like the Z8 Roadster and i8 have represented the pinnacle of sports performance and exclusivity at BMW," explains Chairman of the Board of Management of BMW AG Harald Krüger. "The forthcoming BMW 8 Series Coupe will demonstrate that razor-sharp dynamics and modern luxury can go hand-in-hand. This will be the next model in the expansion of our luxury-car offering and will raise the benchmark for coupes in the segment. In the process, we will strengthen our claim to leadership in the luxury class."

The BMW Concept 8 Series reveals much of what is yet to come. “The BMW Concept 8 Series is our take on a full-blooded high-end driving machine,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “It is a luxurious sports car which embodies both unadulterated dynamics and modern luxury like arguably no other. For me, it’s a slice of pure automotive fascination.” The BMW Concept 8 Series makes its North American debut after being first shown at the Concorso d’Eleganza Villa d’Este in late May. The BMW Concept 8 Series will be shown publicly at The Quail, A Motorsports Gathering on Friday August 18th and on the Concept Lawn at the Pebble Beach Concours d’Elegance on Sunday August 20th.

The aforementioned World Premiere BMW Concept vehicle also previews a new model that will come to market in 2018. The World Premiere BMW Concept will have its only North American public showing on the Concept Lawn of the Pebble Beach Concours d’Elegance on Sunday August 20th.

BMW will again participate in the Rolex Monterey Motorsports Reunion this year campaigning two historic cars driven by notable drivers. The famous 1975 BMW 3.0 CSL #25 will, one last time, be driven by former BMW of North America President Ludwig Willisch while the 1972 ALPINA 2002ti will be driven by none other than Adrian van Hooydonk, BMW Group Head of Design.

Press Conference Details.

Date:	Thursday, August 17th
Pre- conference gathering:	9:30 am – 10:00 am
Press Conference:	10:00 am – 10:30 am
Photography time:	10:30 am – 11:15 am
Location:	The Lodge at Pebble Beach (PB Concours Reviewing Stand) 1700 17-Mile Drive, Pebble Beach, CA 93953

To confirm your attendance, please RSVP to: BMWGroupPressEvents@bmwna.com

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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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.

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