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**Media Alert: BMW to unveil World Premiere of an all-new BMW Roadster Concept and the exclusive North American Premiere of the BMW Concept 8 Series.**

**Woodcliff Lake, N.J. – August 15, 2017...** BMW will unveil two concept vehicles during the annual Press Conference at 10:00 AM on August 17<sup>th</sup>, at the Lodge at Pebble Beach Concours d'Elegance Reviewing Stand area on the 18th green. Speakers will include Bernhard Kuhnt, new President & CEO BMW of North America and Adrian van Hooydonk, BMW Group Head of Design. After the North American premiere on April 17<sup>th</sup>, 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 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.

The unveiling of the World Premiere of the sporty and progressive BMW design study encapsulates the BMW Group's vision of a modern roadster. According to Adrian van Hooydonk, Senior Vice President BMW Group Design, "The concept expresses the new BMW design language from all perspectives and in all details. From the dynamic-looking front to the striking flanks to the clean-cut tail end: a few lines and the subtle interplay between surfaces are enough to generate a sense of power and emotion." The series-production version of the car is set to be unveiled over the course of next year.

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 is immediately recognizable as a BMW, but also displays new design ideas and form-building techniques. “The design of the BMW Concept 8 Series provides a fresh interpretation of iconic BMW styling cues,” adds van Hooydonk. “And it also showcases a new approach to the use of forms which is reflected particularly prominently in the car’s surfacing. A handful of crisp lines mark out clear surfaces, and the car’s volumes are powerfully sculpted. Together, these elements make a forceful statement and create a model brimming with character. In short, this is a driver’s car.”

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 van Hooydonk. “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.

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](mailto:BMWGroupPressEvents@bmwna.com).

#### **BMW Group In America**

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Information about BMW products is available to consumers via the Internet at:  
[www.bmwusa.com](http://www.bmwusa.com).

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