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BMW at the Consumer Electronics Show (CES) 2018 in Las Vegas.

Woodcliff Lake, NJ/Las Vegas – January 8, 2018... BMW driving dynamics will take center stage at the Consumer Electronics Show (CES) on January 9-12, 2018 in Las Vegas, with activations intended to showcase the unique attributes of The Ultimate Driving Machine in both the real and virtual worlds of racing. BMW will also debut an in-vehicle virtual reality experience designed to enhance the retail experience.

CES attendees are invited to participate in the following activities at the BMW Experience in the Silver Lot at the Las Vegas Convention Center:

- Panel, “**The Future of Racing: The Intersection of Virtual Technology and Real Experience**,” on Wednesday, January 10 at 11:00 a.m. Kazunori Yamauchi, CEO of Polyphony Digital and creator of the acclaimed PlayStation® Gran Turismo videogame series, Todd Ballard, CMO, GoPro; and professional driver; John Edwards, BMW Team RLL driver will participate in a panel discussion about capturing and replicating the reality of real-world racing in a virtual world. The discussion will be moderated by David “Shingy” Shing, Digital Prophet, AOL (Oath).
- Through a collaboration with PlayStation, BMW will host a virtual experience via the latest entry in the Gran Turismo video game series, Gran Turismo Sport. The experience will take place daily at the BMW Ultimate Driving Experience Pavilion during show hours. The top 5 daily finishers from Tuesday, January 9 through Thursday, January 11 will be invited to the **BMW Ultimate Driver CES Showdown** at the Las Vegas Motor Speedway on Friday, January 12. Hosted by BMW Team RLL

driver Bill Auberlen, finalists will race in a 2018 BMW M4. The grand prize winner will be awarded an M School experience at a BMW Performance Center and have his/her name featured on the custom livery BMW M6 GT3 in Gran Turismo Sport.

- BMW will also debut a new virtual reality tool, **VR@Retail**, aimed at enhancing the retail experience. In this fully immersive environment, attendees can view and interact with the first-ever BMW X2 Sports Activity Vehicle to explore the interior and exterior as well as to customize key elements of the vehicle.

BMW leads industry with the use of technology to enhance the retail experience and is the first automotive manufacturer in the U.S. to offer a fully simulated experience of future models. VR@Retail will be available at BMW retail locations worldwide in 2018.

- BMW will also offer a full line-up of production vehicles for street and autocross **test drives**, including BMW i, BMW M and BMW X models during show hours.

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; technology offices in Silicon Valley, Chicago 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 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.

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.