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BMW Motorrad USA, M&C Saatchi LA Team Up To Produce The Someday Ride

Woodcliff Lake, NJ – February 23, 2018... Young and old, aspiring and experienced, female and male: everyone has an adventure that they dream of taking someday. To inspire people to seize the moment, BMW Motorrad USA and M&C Saatchi LA have captured the freedom and joy of the open road in the short film – The Someday Ride. It debuted on social and digital channels in January 2018.

Riding two BMW motorcycles, a sister and brother embark on a journey through the winding roads and striking vistas of Southern and Central California, and into the Eastern Sierras. Traversing nearly 400 miles in four days, the film captures the magic of achieving the ride they always wanted. No excuses, no interruptions, just time spent appreciating the moment.

“We wanted to tell people that getting out on that adventure you may have dreamt about is easier than you might think,” says Ron Tapia, M&C Saatchi LA Creative Director. “The film was an exciting opportunity to speak to both legacy and new motorcyclists by taking them along for the ride - with a sister playfully pushing her younger brother to “take the leap” and beautiful BMW motorcycles to carry the story.”

“One of our overarching objectives right now is to inspire a new era of riders,” says Michael Peyton, Vice President, BMW Motorrad - Americas. “And while we've got the products and financing programs for them, it's equally important that we're speaking their language. The Someday Ride was the perfect answer to that challenge.”

“With the broadest model range in our history, BMW Motorrad offers motorcycles for every riding preference and style – from touring to sport to urban mobility, and more,” added Peyton. “Plus, our 3asy Ride financing program can get riders on the bike of their

dreams at a payment they've been dreaming of. It's never been a better time to Make Life a Ride."

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; technology offices in Silicon Valley and 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.

Information about BMW products is available to consumers via the Internet at:

www.bmwmotorradusa.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

About M&C Saatchi LA:

M&C Saatchi LA is part of the M&C Saatchi Worldwide Network, the world's largest independent marketing agency. Named in the top five of Ad Age's Best Places To Work 2015, M&C Saatchi LA has produced iconic work for Ketel One, Crystal Cruises, Qantas Airways, EPSON, Pacific Life Insurance, 20th Century Fox, Netflix, the San Diego Zoo, UGG®, and Google. Heavenspot, M&C Saatchi Sports & Entertainment, Clear, M&C Saatchi PR and M&C Saatchi Mobile are part of the integrated offerings of the M&C Saatchi LA Group. For more information, visit www.mcsaatchi-la.com.

“Someday Ride” Credits:

Client: BMW Motorrad USA

Marketing Communications Manager: Mark Buche

Agency: M&C Saatchi LA

ECD: Maria Smith

Creative Director: Ron Tapia

ACD: Stephen Reidmiller

Managing Director: Mike Wilton

Director of Content Production: Dennis Di Salvo

Account Director: Jamie Ortega

Account Supervisor: Jessica Gorelick

Production Company: Armory

Director: Ben Perry

DP: Starr Whitesides

EP: Matt Hitchens

Producer: Christopher Crawford

Editing and Post: Amuse the Butcher

VFX: Rusty Ippolito @ MakeFX