

Media Information
11 April 2018

BMW i official partner of Coachella Valley Music and Arts Festival 2018

John Gourley of Portugal. The Man creates exclusive vehicle design for electrified BMW i Coachella fleet

Munich. BMW i will once again serve as an official partner of the Coachella Valley Music & Art Festival this year. With its unique atmosphere of creativity, lifestyle and green awareness, the Coachella Valley Music and Arts Festival is a regular fixture on the festival calendar for stars and fans alike. Just like last year, BMW i is building anticipation for the festival on social media with #roadtocoachella and unveiling a unique Coachella design for its BMW i models, created by Portugal. The Man lead singer John Gourley.

“Hardly anything moves us like music does – especially live music in such an exhilarating atmosphere as the Coachella Festival. Like Coachella, inspiration, innovation and the will to constantly reinvent oneself are part of BMW i’s DNA. This makes the festival the ideal partner for BMW i. We are looking forward to the #roadtocoachella campaign and the inspiring collaboration with John Gourley,” said Stefan Ponikva, head of BMW Brand Experience Shows & Events.

<https://youtu.be/M-tHEpLROac>

John Gourley is not only the lead singer of the Grammy-winning band Portugal. The Man and one of the main acts on the Coachella Stage, he is also in strong demand as a designer. His expressive design interpretation of BMW i electric vehicles captures the uniquely diverse spirit of the festival. The event, set in the Californian desert, is considered a creative melting pot, where trends and currents are born and divined. The festival, which will be held from 13-15 April and 20-22 April on the Empire Polo Fields in Indio, California, is a cultural happening not just for music fans. Over six days, almost 200 acts will perform for thousands of visitors from around the world.

Selected international influencers will document their ride from Los Angeles to the festival in BMW i vehicles with the eye-catching Coachella design under the hashtag #roadtocoachella and share their excitement about the upcoming festival with millions of fans worldwide. And, of course, fans can also share their own preparations with the world using the campaign hashtag.

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On the first weekend, BMW i is also inviting selected Coachella visitors to attend “Poppy’s BMW i Powered Paradise” and “Poppy’s BMW i Recharged Oasis” – an event double feature, which has quickly become one of the most popular items on the programme alongside the actual festival.

About BMW i

BMW i is based around a wide-reaching concept designed to bring about sustainable and future-focused mobility. It is fuelled by visionary electric vehicles and mobility services, inspirational design and a new understanding of premium that is defined squarely in terms of sustainability and delights with innovative new vehicles. The design of the all-electric BMW i3 emission-free model for urban use is centred around sustainability, while the BMW i8 introduces us to the sports car of the future.

If you have any questions, please contact:

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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