

BMW

U.S. Press Information

For Release: **Immediate Release.**

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Media Alert: BMW To Unveil World Premiere Production Car During Monterey Car Week.

Car Week 2018 Press Conference at 10:15 a.m. on Thursday, August 23 at The Lodge at Pebble Beach.

Woodcliff Lake, N.J. – July 25, 2018... BMW is pleased to invite all accredited media to a press conference for the World Premiere of an all-new BMW production car on Thursday August 23 at 10:15 a.m. at the Pebble Beach Concours d'Elegance Reviewing Stand on the 18th green of The Lodge at Pebble Beach Golf Course. At the press conference, BMW will also present the North American Premiere of the all new BMW M850i Coupe and the North American Premiere of the highly acclaimed BMW Concept M8 Gran Coupe first shown at the Geneva Auto Show in May 2018. Speakers will include Bernhard Kuhnt, President & CEO BMW of North America and BMW Design Head Jozef Kaban.

The identity of the World Premiere model will be revealed closer to the time of the press conference. Suffice it to say that this new model will certainly be an emotional addition to the BMW range.

This time last year BMW presented the Concept 8 Series Coupe on the Concept Lawn at the Pebble Beach Concours d'Elegance – a preview of a forthcoming BMW model line. This year BMW reveals the first production model of the 8 Series: The 2019 BMW M850i. In addition, BMW will present yet another new concept car which again previews a future BMW 8 Series model: The BMW Concept M8 Gran Coupe.

“The BMW 8 Series will take over as the new flagship model of the BMW line-up and, as such, combines unsurpassed sportiness and elegance,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “The BMW Concept M8 Gran Coupe offers a look ahead to the most exotic and alluring variant of the new BMW 8 Series.”

The BMW Concept M8 Gran Coupe is more than simply a luxury sports car with four doors. It symbolizes a new and unique understanding of luxury. “The BMW Concept M8 Gran Coupe is designed to stir things up, to polarize – it should move you emotionally,” explains Domagoj Dukec, Vice President Design BMW M and BMW i. “With this car we want to reach people who are looking for something special and who want to stand out from the crowd. Here, BMW M is unmistakably taking luxury out of its comfort zone.” Like the BMW Concept 8 Series before it, the BMW Concept M8 Gran Coupe shows off BMW’s new design language, headlined by expressive surfacing that accentuates the car’s dynamism more vividly than before through its bodywork. A small number of precise character lines underline the graphic arrangement of the surfaces.

The striking exterior of the BMW Concept M8 Gran Coupe combines the core values of BMW M with elegance and luxury to create a new and captivating form, and reveals a new and exciting facet of BMW M. The new model sees the BMW Group looking ahead to the BMW 8 Series Gran Coupe and BMW M8 Gran Coupe, which will be presented during the course of 2019 and round off the BMW 8 Series family.

BMW will again participate in the Rolex Monterey Motorsports Reunion this year with a number of race cars that celebrate The Ultimate Driving Machine.

Press Conference Details.

Date:	Thursday, August 23
Pre-conference gathering:	9:30 a.m. – 10:15 a.m.
Press Conference:	10:15 a.m. – 10:45 a.m.
Photography time:	10:45 a.m. – 11:30 a.m.
Location:	The Lodge at Pebble Beach (PB Concours Reviewing Stand) 1700 17-Mile Drive, Pebble Beach, CA 93953

Please confirm your attendance to: BMWpressconcierge@tpgnc.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 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 345 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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