

BMW Group

U.S. Press Information

For Release: June 24, 2019

Contact: Phil Dilanni
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

Michelle Ruth
DKC for BMW of North America
(212) 981-5259 / Michelle_Ruth@dkcnews.com

BMW of North America Launches #GoWithPride in Support of WorldPride NYC and the LGBTQIA+ Community.

- **Multi-Day Programming Includes a Partnership with “QUEER CITY: A CNN Experience,” a Multimedia Museum Experience and Official WorldPride 2019 Event; a Fleet of Jonathan Adler-Designed Custom-Wrapped BMW 8 Series Convertibles and a Partnership with GLAAD to Support WorldPride NYC Parade Volunteers.**

Woodcliff Lake, NJ – June 24, 2019... BMW of North America announced today the launch of a new campaign in support of WorldPride NYC and the LGBTQIA+ community. Dubbed #GoWithPride, the campaign will launch on June 27 and include a variety of activations through June 30.

“QUEER CITY: A CNN Experience” Multi Media Museum Experience.

Together with CNN, BMW will present “QUEER CITY: A CNN Experience” a free multimedia museum experience on June 27 from 11:00 a.m. to 4:00 p.m. at Hudson Mercantile (463 10th Avenue, New York, NY 10018) that explores the real stories of people behind the landmark moments in New York City’s queer history. Leveraging a historic time when photo booths represented an opportunity for members of the community to freely express themselves behind a private curtain, BMW will activate an on-site photo booth for guests. Inside the booth, attendees can express what Pride means to them, and then display their photos on an exhibit wall to become a part of the pride experience.

GLAAD Partnership.

On June 28, BMW will partner with GLAAD, outside of their NYC headquarters leading up to the weekend’s events. The company will make a donation to GLAAD and provide

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

food, beverages and giveaways, while a fleet of BMW X7 Sports Activity Vehicles will deliver t-shirts to over 200 GLAAD volunteers.

Jonathan Adler-Designed BMW 8 Series Convertibles.

The campaign will culminate on June 28 with the debut of a BMW 8 Series Convertible wrapped in a custom Pride design from American designer, and a prominent voice in the NYC LGBTQIA+ community, Jonathan Adler. The wrap features a rainbow design along the door's driver and passenger doors that connects to form a heart on the front hood. Jonathan Adler will share his journey to the WorldPride NYC Parade in the BMW 8 Series Convertible on BMWUSA's Instagram page. Additionally, there will be a fleet of Pride wrapped BMW 8 Series Convertibles carrying the WorldPride Parade's grand marshals, who will lead the celebration on Sunday, June 30th.

Follow BMW of North America on Instagram @BMWUSA, Twitter @BMWUSA and Like BMWUSA on Facebook.

#

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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 347 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 122 MINI passenger car dealers, and 37 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.

Online: www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.BMWUSANews.com, www.MINIUSANews.com and www.Press.BMWNA.com.

#