

# BMW Group

## U.S. Press Information

For Release: **Immediate Release.**

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### **Media Alert: Promises Delivered: BMW Group To Unveil Several North American Premiere Vehicles during Monterey Car Week in August.**

### **Monterey Car Week 2019 Press Conference at 9:45am, Thursday August 15th at Pebble Beach Concours d'Elegance Reviewing Stand.**

**Woodcliff Lake, N.J. – July 11, 2019...** The BMW Group is pleased to invite all accredited media to join its press conference for the North American Premieres of several new production models from BMW and MINI as well as two concept vehicles on the occasion of Monterey Car Week and the Pebble Beach Concours d'Elegance in August.

The BMW Group press conference will take place on Thursday, August 15th at 9:45 am at the Pebble Beach Concours d'Elegance Reviewing Stand on the 18th green of The Lodge at Pebble Beach Golf Course. Speakers will include Bernhard Kuhnt, President & CEO BMW of North America, Michael Scully, Head of Automotive Design, BMW Group Designworks and Bernd Körber, new Head of MINI.

Last year BMW made promises of new models by presenting a concept vehicle, and this year BMW will deliver on those promises by unveiling the production models.

BMW Group will also present two new concept vehicles on the Pebble Beach Concours Reviewing Stand. The first is BMW Garmisch – a faithful recreation of a long lost concept car

originally created by Bertone for the 1970 Geneva Auto Show. Penned by Marcello Gandini, After its debut at a Geneva, the car was apparently shipped to BMW but somehow vanished.

The second concept is a bold look into the possible future of BMW M: The 600 hp power PHEV BMW Vision M NEXT. “The BMW Vision M NEXT is a progressive hybrid sports car that makes a very clear and confident statement, in terms of both appearance and interaction,” says Domagoj Dukec, Vice President BMW Design. The BMW Vision M NEXT draws its inspiration from the iconic BMW Turbo and BMW M1 and adopts a future-focused interpretation of design elements such as the low-slung, wedge-shaped silhouette, gullwing doors and striking color scheme.

The MINI brand will present both the MINI Cooper S E battery electric as well as a preview of the upcoming third generation MINI GP as part of the 60<sup>th</sup> Anniversary celebration for MINI.

In addition to the large group of new models unveiled, BMW will be an integral part of the Rolex Monterey Motorsports Reunion again this year as IMSA celebrate 50 years of sports car racing in the USA. BMW will run four historically significant cars driven by four iconic IMSA drivers. 1975 Sebring 12 hour winner and 1976 Daytona 24 winner Brian Redman will be re-united with the No. 25 1975 IMSA Group 4 3.0 CSL. BMW ace driver Bill Auberlen will drive the 1999 Sebring 12 hour winning BMW V12 LMR. Auberlen, who has over 400 race starts in BMWs already hold the record for most IMSA pole positions and is currently only two wins away from being the driver with the most IMSA victories. BMW Motorsport drivers John Edwards will drive the unbeatable-in-its-day, fire breathing V8 powered 2001 (E46) M3 GTR and Connor DePhillippi will drive the No. 56 2011 (E92) M3 GT that gave BMW and BMW Team RLL the GT class driver, manufacturer, team and Michelin Green X championships in 2011. The V12 LMR, M3 GTR and M3 GT will compete in the new for 2019 Masters Endurance Legends class with 40 minute races on both Saturday and Sunday.

### **Press Conference Details.**

Date:	Thursday, August 15th
Pre- conference gathering:	9:00 am – 9:45 am
Press Conference:	9:45 am – 10:30 am
Photography time:	10:30 am – 11:30 am

Location: The Lodge at Pebble Beach  
(PB Concours Reviewing Stand)  
1700 17-Mile Drive, Pebble Beach, CA 93953

Additional details will be published closer to the date of the event.

### **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 346 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 125 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.

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

[www.bmwusa.com](http://www.bmwusa.com).

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### **Social Media:**

Facebook: @BMWUSA @MINIUSA

Twitter: @BMWUSA, @BMWUSANews, @BMWUSARacing, @BMWUSAClassic

Event Hashtag: #BMWInMonterey2019

YouTube: [www.youtube.com/user/BMWUSA](http://www.youtube.com/user/BMWUSA)