

BMW Group

U.S. Press Information

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Three All-New BMW Vehicles to Make World Premieres at Automobility LA.

- BMW M8 Gran Coupe, BMW M2 CS and BMW 2 Series Gran Coupe to Make World Premieres at Automobility LA, in advance of the Los Angeles Auto Show.
- BMW X3 PHEV (Plug-in Hybrid) Sports Activity Vehicle and BMW 330e PHEV Sedan to Make North American Premieres.
- BMW Group Press Conference Scheduled for Wednesday, November 20 from 9:00 a.m. – 9:35 a.m. PST.
- BMW will also Host Three Media Workshops on Tuesday, November 19th on Battery Cell Production, the Design of the Vision M Next Concept Vehicle and Sound Design for Electric Vehicles, Featuring Renowned Hollywood Composer, Hans Zimmer.

Three all-new BMW vehicles will make their world premieres at Automobility LA, prior to the Los Angeles Auto Show this year. The BMW M8 Gran Coupe, BMW M2 CS and BMW 2 Series Gran Coupe will make their world premieres alongside the BMW X3 Plug-in Hybrid Sports Activity Vehicle and BMW 330e Plug-in Hybrid Sedan, which will make their North American premieres. Additional featured vehicles include the recently unveiled BMW X5 M and BMW X6 M high-performance Sports Activity Vehicles, the newly refreshed BMW 7 Series sedan and the BMW 530e plug-in hybrid electric sedan, the best-selling PHEV in the premium segment.

The BMW Group press conference will take place on Wednesday, November 20 from 9:00 a.m. – 9:35 a.m. PST on the BMW stand in the Los Angeles Convention Center. The press conference will also be livestreamed on www.BMWUSANews.com.

BMW representatives will be available for interviews throughout both press days on Wednesday, November 20 and Thursday, November 21. For more information or to book interviews with a BMW executive or subject matter expert, please e-mail one of the contacts listed above.

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DATE: Wednesday, November 20, 2019

TIME: Press Conference: 9:00 a.m. – 9:35 a.m. PST
Interviews: All Day

PLACE: Los Angeles Convention Center
South Hall, BMW Stand
1201 South Figueroa St

Prior to the Los Angeles Auto Show, BMW will also host three off-site media workshops throughout the day on Tuesday, November 19th where media will hear from BMW Group subject matter experts on topics including battery cell production and sound design. Registration for the workshops is required in advance. For more information or to register, please contact Phil Dilanni at phil.dilanni@bmwna.com.

WORKSHOP 1: **Battery Cell Production**
BMW expert on automotive battery technology Jan Freimann will lead a discussion on the BMW approach to battery cell production, from the in-house development of battery cells through the entire value chain and recycling.

TIME: 11:00 a.m. – 11:45 a.m.

LOCATION: Hudson Loft II
1200 S Hope St, Los Angeles, CA 90015

WORKSHOP 2: **Vision M NEXT Design Talk and Design Roundtable**

TIME: 11:50 a.m. – 12:10 p.m.
12:15 p.m. – 12:45 p.m.

LOCATION: Hudson Loft II

WORKSHOP 3: **Sound Design: BMW IconicSounds Electric by Hans Zimmer**

Award winning composer Hans Zimmer and BMW expert on sound design Renzo Vitale will discuss sound design as an essential emotional component to the driving experience and the role it plays in the design of electric vehicles, including the BMW Vision M NEXT concept.

TIME: 4:15 p.m. – 5:15 p.m.

LOCATION: Hans Zimmer's Studio
1531 14th Street
Santa Monica CA 90404

Featured BMW product at the Los Angeles Auto Show include:

The **2020 BMW M8 Gran Coupe** (World Premiere) is available in both 600 hp M8 and 617 hp M8 Competition models, delivering near-supercar levels of performance on a platform that is 9.1-inches longer, 1.4-inches wider and 2.4-inches higher than the 8 Series Coupe. With a 0 to 60 mph acceleration time of 3.0 seconds for the Competition model and a top speed up to 190 mph, the new M8 Gran Coupe blends power and agility with luxury and exclusivity in a package that begs to be shared with others. The BMW M8 Gran Coupe and M8 Gran Coupe Competition arrive in dealers in March 2020.

The **2020 BMW M2 CS** (World Premiere) is the next step in the evolution of the BMW M2 Coupe. The new high-performance CS model blends racetrack optimization with everyday usability to create a pure M car package. This limited production model offers more power, Adaptive M Suspension and available M Ceramic Brakes combined with select, weight-saving CFRP body panels, improved aero package and exclusive interior Carbon Fiber and Alcantara trim to produce the quickest, most agile and exhilarating M2 to date. Market launch is scheduled for April 2020.

The **2020 BMW 2 Series Gran Coupe** (World Premiere) delivers style and everyday, four-door usability along with agility and performance. The 2 Series Gran Coupe also features all of the latest connectivity and driver assistance systems such as Blind Spot Detection, Frontal Collision Warning with City Collision Detection, and Lane Departure warning. The low, wide and sporty 228 hp BMW 228i xDrive Gran Coupe and 301 hp BMW M235i xDrive Gran Coupe models arrive in dealers in March 2020.

The **BMW X3 xDrive30e PHEV Sports Activity Vehicle** (North American Premiere) is the first-ever plug-in hybrid variant of BMW's best-selling model in the U.S. Featuring a SULEV-rated 2.0-liter 4-cylinder gasoline engine combined with an electric motor and a lithium-ion battery pack under the rear seat, the new BMW premium, mid-size SAV will offer the choice of a fuel-economy enhancing hybrid driving mode or purely electric, emissions-free driving mode. The same agility, interior space, comfort and all-weather capability that the X3 is known for is of course, standard. The new X3 xDrive30e's U.S. Market Launch will take place in Q1 2020.

The **BMW 330e plug-in hybrid sedan** (North American Premiere) is the new, high-performance PHEV variant of BMW's iconic 3 Series lineup. A SULEV-rated 2.0-liter 4-cylinder turbocharged gasoline engine is joined with BMW's latest eDrive technology to create the most advanced 3 Series Sedan to date. The all-new seventh generation 3 Series has resonated with

drivers by delivering improved driving dynamics, modern design, exceptional efficiency, premium comfort and BMW Group's most advanced driver assistance, connectivity and technology features. The new BMW 330e Sedan is scheduled to arrive on showroom floors in spring 2020.

The **2020 BMW X5 M and BMW X6 M** (Auto Show Premieres) represent the 3rd generation of BMW M GmbH's exclusive, track-capable versions of the popular BMW X5 and X6. The X5 M Sports Activity Vehicle and X6 M Sports Activity Coupe are available in 600 hp and 617 hp Competition models offering more power and performance as well as improved luxury and comfort. They also feature the latest in driver assistance, personal connectivity and infotainment to fulfill the highest customer expectations, not only for agility, dynamics and power but also the expression of individuality. The 2020 BMW X5 M and X6 M will arrive in dealers in spring 2020.

BMW executives and experts available for interviews include:

- **Markus Flasch CEO, BMW M**
Markus Flasch is available to discuss BMW M business and current product portfolio.
- **Thomas Felbermair, Vice President Sales and Marketing, BMW M**
Thomas Felbermair is available to discuss sales and marketing of BMW M models.
- **Carsten Pries, Product Management, BMW M**
Carsten Pries is available to discuss the BMW M product portfolio.
- **Dr. Markus Schramm, Head of BMW Motorrad**
Marcus Schramm is available to discuss BMW Motorrad business and product, including the new R18 concept.
- **Dr. Andreas Aumann, Vice President BMW i Product Management & Electromobility, BMW AG**
Andreas Aumann is available to discuss BMW's vision for the future of mobility.
- **Peter Henrich, BMW Product Management, BMW AG**
Peter Henrich is available to discuss the current BMW product portfolio.
- **Gernot Stuhl, BMW 2 Series Gran Coupe Product Manager, BMW AG**
Gernot Stuhl is available to discuss the details of the new BMW 2 Series Gran Coupe.
- **Senol Kapici, Head of Project, BMW 2 Series Gran Coupe**
Senol Kapici is available to discuss the details of the new BMW 2 Series Gran Coupe.
- **Domagoj Dukec, Head of BMW Design, BMW AG**
Domagoj Dukec is available to discuss BMW design and current product lineup.
- **Renzo Vitale, Head of Electric Sound Design, BMW AG**
Renzo Vitale is available to discuss sound design and the role it plays in electric vehicles.
- **Trudy Hardy, Vice President, BMW Motorrad USA**
Trudy Hardy is available to discuss BMW Motorrad business and product in the U.S.

- **Uwe Dreher, Vice President, Marketing, BMW of North America**
Uwe Dreher is available to discuss BMW's marketing efforts in North America.
- **Ralph Mahler, Head of BMW Product Planning & Strategy, BMW of North America**
Ralph Mahler is available to discuss the current and future product portfolios in the U.S.
- **Christian Voigt, Manager, BMW Product Strategy, BMW of North America**
Christian Voigt is available to discuss BMW product strategy in the U.S.
- **Jan Freimann, Manager, Connected eMobility, BMW of North America**
Jan Freimann is available to discuss BMW's approach to battery cell development.
- **Kate Alini, Product Manager, BMW 7 Series, 8 Series and X7, BMW of North America**
Kate Alini is available to discuss the newly refreshed BMW 7 Series, the BMW 8 Series and the BMW X7 Sports Activity Vehicle.
- **Michael Baxley, Product Manager, BMW 7 Series, 8 Series and X7, BMW of North America**
Michael Baxley is available to discuss the newly refreshed BMW 7 Series, the BMW 8 Series and the BMW X7 Sports Activity Vehicle.
- **John Kelly, Product Manager, BMW 3 Series, 5 Series and BMW M, BMW of North America**
John Kelly is available to discuss the all-new seventh generation, BMW 3 Series, the 5 Series and BMW M products.
- **Don Smith, Product Manager, BMW 2 Series and BMW i, BMW of North America**
Don Smith is available to discuss the BMW 2 Series Gran Coupe, BMW M2 CS and BMW i products. Smith will also discuss connectivity and technology topics including BMW Connected, Driver Assist Systems, iDrive 7 and Intelligent Personal Assistant.
- **Rebecca Kiehne, Product Manager, BMW 2 Series and M2 CS, BMW of North America**
Rebecca Kiehne is available to discuss the BMW 2 Series Gran Coupe and BMW M2 CS.

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YouTube: <https://www.youtube.com/user/BMWUSA>