

BMW Group

U.S. Press Information

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BMW of North America Returns for its Second Season as Official Automotive Partner of New York Fashion Week: The Shows to Celebrate the Road Less Traveled.

- **BMW partners with IMG for NYFW: The Shows to highlight inspiring voices who chose the road less traveled and took an unconventional path to success.**
- **Activations include a four-part digital content series featuring Christian Siriano, Halima Aden, Jason Wu and Zanna Roberts Rassi with the first-ever BMW 2 Series Gran Coupe, inspiring panel discussions, and courtesy VIP transportation in the BMW X7 Sports Activity Vehicle and BMW 7 Series sedan.**

Woodcliff Lake, NJ – February 3, 2020... BMW of North America returns as the Official Automotive Partner of New York Fashion Week (NYFW): The Shows for the 2020 season to celebrate the road less traveled, highlighting inspiring voices in fashion and culture who are driving change and pushing boundaries. In its second year of a partnership with IMG, NYFW: The Shows' owner and lead producer, BMW will present a digital content series highlighting four fashion industry notables and the unconventional paths that led to their success, and host engaging experiences on site throughout the event.

"BMW's presence at NYFW: The Shows stems from our company's longstanding support of the arts and culture, along with a strong belief in individual expression and creativity," said Uwe Dreher, vice president of marketing, BMW of North America. "We are proud to celebrate and partner with those who are driving powerful conversations and inspiring others with their unique stories."

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Content Series: “The Road Less Traveled”

BMW will highlight four fashion notables who took the unconventional path to success in a digital content series titled “The Road Less Traveled.” The series will feature a collection of inspiring game changers, including:

- **Christian Siriano** – renowned designer and CFDA inductee, Siriano now runs his eponymous brand based in New York City that fosters inclusivity in fashion.
- **Halima Aden** – famous for breaking new ground in the fashion world as the first hijab-wearing model, Aden is committed to diversity and other inspiring causes on and off the runway; she also serves as a UNICEF Ambassador.
- **Jason Wu** – world-famous designer of his eponymous fashion line, Wu received critical acclaim for dressing notable, influential women, including Michelle Obama.
- **Zanna Roberts Rassi** – NYC-based fashion and beauty journalist who, most recently, added entrepreneur to her resume as the co-founder of popular vegan cosmetics brand Milk Makeup.

Each designer will be accompanied on their journey by the first-ever BMW 2 Series Gran Coupe, the brand’s newest expression of pure BMW at the entry point of the premium market. The BMW 2 Series Gran Coupe’s starring role in the series showcases BMW’s empowerment of discerning individualists that strive to make a unique lifestyle statement, just like those featured in the content.

Panel Discussions

On Thursday morning, BMW will present an engaging conversation titled “**The New Face of Fashion**” featuring Brooklyn-based designer and CFDA / Vogue Fashion Fund winner, **Christopher John Rogers**. Rogers, whose designs are worn by the likes of Michelle Obama, Lizzo and Cardi B, will discuss his meteoric rise, unapologetic vision, and fearless experimentation.

Later that same day, BMW will host a second conversation with former New York Giants player and designer, **Victor Cruz** with entrepreneur / beauty journalist **Zanna Roberts Rassi** to discuss the intersection of business and fashion.

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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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 121 MINI passenger car dealers, and 38 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.

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