

BMW Group

U.S. Press Information

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BMW of North America Celebrates Pride Month with “Driven By Pride” Campaign

- **Special broadcast event by NYC Pride allowed viewers to tune in safely from home and featured five custom-wrapped BMW 8 Series Convertibles traveling a ceremonial parade route. The broadcast event also included notable event grand marshals, musical performances and a fifth BMW 8 Series Convertible specially wrapped to honor frontline workers of the COVID-19 crisis.**
- **BMW supported The Trevor Project’s “Pride Everywhere” campaign, connecting LGBTQ youth virtually and championing togetherness.**
- **BMW’s digital communications featured Driven By Pride content and a special “PRIDE” BMW roundel logo.**

Woodcliff Lake, NJ – June 29, 2020... BMW of North America launched a new campaign in celebration of Pride Month and the LGBTQIA+ community, entitled “Driven By Pride.” The campaign featured various activations, including BMW’s participation in a special broadcast event by NYC Pride, support of The Trevor Project’s “Pride Everywhere” campaign, and communications across BMW’s digital channels.

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NYC Pride hosted a special broadcast event on Sunday, June 28 from 12:00 PM – 2:00 PM EST, featuring five custom-wrapped BMW 8 Series Convertibles. The specially wrapped vehicles featured blended rainbow colors that represent the entire Pride flag and LGBTQIA+ community, as well as a special “PRIDE” BMW roundel design on the hood of each vehicle.

The broadcast event featured grand marshals from the LGBTQIA+ community as well as live musical performances. Grand marshals included Dan Levy of Schitt’s Creek, The Ali Forney Center, transgender activist Victoria Cruz, and LGBT Rights Advocacy China director Yanzi Peng.

“While many of this year’s live Pride activities were cancelled out of necessity, BMW continues to stand with the LGBTQIA+ community in this celebration of Pride and unity,” said Uwe Dreher, vice president of marketing, BMW of North America. “As the

world continues to demonstrate for racial equality and justice amidst the ongoing COVID-19 pandemic, there has never been a more urgent time to celebrate togetherness and unity.”

NYC Pride Special Broadcast Event

As Pride events worldwide were altered due to unprecedented circumstances caused by COVID-19, BMW partnered with NYC Pride for their virtual Pride broadcast event. WABC TV carried the event live on its broadcast network, providing a safe and socially distant way for viewers to celebrate. BMW USA additionally provided fans and enthusiasts with a special Instagram Live and Facebook Live broadcast of the Stonewall Street parade finale.

The broadcast event featured BMW 8 Series Convertibles in specially designed “Driven By Pride” wraps which drove the original NYC Pride parade route along 5th Avenue in Manhattan, New York. The event included appearances by the aforementioned grand marshals and special musical performances from Janelle Monae, Billy Porter, Deborah Cox and Luisa Sonza. The broadcast was hosted by Carson Kressley.

Support of The Trevor Project’s “Pride Everywhere” Campaign

As part of this year’s Pride support, BMW joined The Trevor Project as the exclusive automotive partner of their “Pride Everywhere” campaign. BMW’s support will help provide critical services to 30,000 LGBTQ youth from the largest national organization providing crisis intervention and suicide prevention.

From BMW to PRIDE

In support and allyship to the LGBTQIA+ community, BMW created a special PRIDE roundel logo, replacing the BMW letters with PRIDE and filling the updated roundel’s transparent areas with blended Pride colors. This change was featured in U.S. digital communications.

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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, 144 BMW motorcycle retailers, 119 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.

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