

BMW

U.S. Press Information

For Release: Immediate

Contact: **Oleg Satanovsky**
BMW Product & Technology Spokesperson
201-307-3755 / Oleg.Satanovsky@bmwna.com

Alex Schmuck
BMW Product & Technology Communications Manager
201-307-3783 / Alexander.Schmuck@bmwna.com

ALPINA XB7 BEGINS REGULAR PRODUCTION; 2020 POSITIONS SOLD OUT.

CONSUMER CONFIGURATOR LIVE AT WWW.BMWUSA.COM.

Buchloe, Germany – August 11, 2020... BMW of North America and ALPINA are proud to announce that the new BMW ALPINA XB7 Sports Activity Vehicle® has begun series production at BMW's Spartanburg, SC factory, and that the XB7 "Build Your Own" configurator is now fully functional at BMWUSA.com. Incidentally, dealer and customer orders for the XB7 model have already satisfied available production capacity through the balance of calendar year 2020.

The BMWUSA.com site now features a fully functional ALPINA XB7 configurator for consumers to build examples of the 612-horsepower SAV in available colors, trims, and equipment configurations, complete with functionality to save and share example builds, and to search dealer inventory for similar matches. Traditional exterior colors ALPINA Blue Metallic and ALPINA Green Metallic will become available at later dates. Returning ALPINA customers will be eager to view the newest ALPINA wood interior trim, called Walnut Nature Anthracite (Black). An open-pore design with "floating" ALPINA logo affixed, optional Walnut Nature Anthracite joins standard ALPINA Myrtle wood trim and available ALPINA Piano Black trim, both of which were already available on ALPINA models offered in North America including the 2021 ALPINA B7 Sedan (0-60mph in 3.5 seconds, top speed up to 205mph). Additionally, US customers can view wheel and tire choices for the XB7, which begin with 21-inch ALPINA DYNAMIC light-alloy wheels with Run-Flat Summer or Run-Flat All-Season tires, and massive new 23-inch ALPINA CLASSIC forged-alloy wheels that save 28 pounds of unsprung mass

and include bespoke-compound Pirelli P-ZERO “ALP” non-runflat summer tires. A compact spare is available as an option.

More than enough orders from US and Canadian dealers for the ALPINA XB7 have been received to keep the production line and ALPINA final assembly workshop busy past the end of 2020. News of the first-ever XB7 was received enthusiastically by North American dealers and customers, who began placing orders for the model after its mid-May announcement. With global sales of ultra-exclusive ALPINA models stable at just under 2,000 units annually, spotting an ALPINA model on the road anywhere in the world is perhaps only 25 percent as likely as seeing a Rolls-Royce motor car! As with any ALPINA model sold through BMW of North America, US-based BMW dealers may continue placing orders for the XB7 and will be advised regularly with lead-time estimates for production.

The hand-finished ALPINA XB7, with seating for up to seven, is the first full-size BMW SAV to receive the refined ALPINA performance luxury treatment and follows the mid-size ALPINA SAV models including the ultra-high-performance diesel XD3 model and XD4 Sports Activity Coupe (neither offered in North America). The XB7, which started production in August for September deliveries in the US market, is based on the BMW X7 and advances the merits of that model with power, handling, and aesthetic details taken to previously unseen levels of development. A small galaxy of unique ALPINA parts ensure that the ALPINA XB7 specifications include a 0-60mph dash in 4.0 seconds, a top speed of up to 180mph, handling and braking to match the power, and a look and feel signature to ALPINA, with the attention to detail clients of the boutique automaker have come to expect since 1965.

The BMW ALPINA XB7 is eligible for the Performance Center Delivery experience at the BMW Performance Driving School in Spartanburg, SC.

MARKET LAUNCH

The all-new BMW ALPINA XB7 became available to order from May 2020 with deliveries planned to commence in September 2020. Just as with the 2021 BMW ALPINA B7 Sedan, all official BMW dealers in the United States and Canada are eligible to sell and service the all-new ALPINA XB7. The XB7 has been featured on the Future Models page of the BMWUSA.com website, and the full Build Your Own page is now live on the site.

ABOUT ALPINA AND BMW IN NORTH AMERICA

ALPINA Automobiles, privately owned and operated since 1965, has enjoyed a decades-long technical partnership with BMW Group, providing development and testing services to the Munich-based automaker. ALPINA is recognized by the German Ministry of Transport as an independent automobile manufacturer. Selected BMW ALPINA automobiles (currently the B7 and XB7) are sold and serviced by the existing BMW dealer networks in the United States and Canada. These models are covered by BMW New Vehicle Limited Warranty and applicable maintenance programs.

ALPINA - MANUFACTURER OF EXCLUSIVE AUTOMOBILES

Burkard Bovensiepen founded the automobile manufactory ALPINA Burkard Bovensiepen KG in 1965. Ever since, Buchloe has been home to probably the world's most renowned automobiles based on BMW models, developed and produced by the independent family-owned business in cooperation with BMW. This close partnership forms the basis for the continued success of the ALPINA brand: individual automobiles are manufactured with great love for detail and technical finesse, which, however, at the same time meet the high quality and safety standards of series production. Since 1983, ALPINA is officially registered as an automobile manufacturer by the German Ministry of Transport, the Kraftfahrtbundesamt.

Elegant understatement is at the very core of ALPINA's brand philosophy, which is manifested in an interior with the focus on comfort, above-average driving performance and a discreetly sporty exterior. BMW ALPINA automobiles have regularly caused sensations, both on the road and the racetrack – the result of a remarkable model history.

Founder Burkard Bovensiepen runs the company together with his sons Andreas and Florian.

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 349 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.