

BMW of North America

U.S. Press Information



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BMW collaborates with New York lifestyle brand Kith on special limited-edition M4 Competition x Kith, highlighting design and apparel partnership.

- The all-new BMW M4 Competition serves as the canvas for a limited-edition vehicle designed in partnership with Kith founder Ronnie Fieg, bringing the New York lifestyle brand's legendary collaboration approach to a BMW vehicle for the very first time.
- The BMW M4 Competition x Kith highlights a multifaceted partnership between Kith and BMW, which includes a restoration of Fieg's personal classic "E30" generation M3 and matching M4 Design Study by Kith, as well as the largest apparel/lifestyle collection Kith has ever released – The Kith for BMW Collection.
- The BMW M4 Competition x Kith becomes available for preorder on October 23, 2020 exclusively at www.bmwusa.com and is strictly limited to 150 units worldwide.

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Woodcliff Lake, NJ – October 23, 2020... BMW has joined New York lifestyle brand Kith in a multifaceted partnership, highlighted by the BMW M4 Competition x Kith – a limited edition interpretation of the all-new M4 Competition coupe with design elements personally created by Kith founder Ronnie Fieg, strictly limited to 150 units worldwide.

Fieg, a native New Yorker and lifelong BMW enthusiast, also lent his unique design vision and notable collaboration techniques to his own personal classic "E30" generation BMW M3. This legendary BMW model was further complemented by an all-new BMW M4 Competition Design Study by Kith; using the E30 M3's current-day spiritual successor, the M4 Competition coupe, Fieg created a 1-of-1 special edition

version that mimics the specifications – and Kith design touches – of his own classic vehicle. Further exploring BMW and Kith’s mutual admiration and his own history with the brand, Fieg has created The Kith for BMW Collection, featuring apparel and accessories inspired by classic BMW design elements and exclusively available through Kith’s retail locations beginning October 23. The collection, featuring 94 styles of apparel and accessories, is Kith’s largest single offering to date.

“Everything we work on at Kith has to come from an authentic place,” says Kith founder Ronnie Fieg. “Some of my favorite memories from growing up came from going to visit my grandfather and riding around in his BMWs in the 1980s. I remember he had an E21 320i and that his prized possession was a white E30 M3. These moments in my life really shaped my passion for BMW, so working on this project with them has brought everything full circle.”

The collaboration also highlights BMW’s continuous focus on the lifestyle, luxury and fashion space, a key area for interacting with existing and new customers.

“Keeping a close eye on the latest lifestyle developments is part of our approach to evolving the BMW brand,” said Jens Thiemer, senior vice president, Customer and Brand, BMW. “With his unique collaboration approach and Kith label, Ronnie Fieg is an outstanding mind and leader in the fashion, lifestyle and luxury industries. Our collaboration with Ronnie and his influential brand will be a positive force for BMW as we explore new customer groups.”

“This is not the first time BMW M GmbH has released a limited edition of one of our cars as part of an exclusive collaboration,” added Markus Flasch, CEO of BMW M GmbH. “The tie-up with Ronnie Fieg and Kith is a great opportunity for BMW M GmbH to bridge the gap between the original BMW M3 and our new BMW M4 Competition Coupé for the sixth generation of this iconic model range. It also allows us to spread the word to an exciting new target group, as the lifestyle fashion scene transforms from a cultural phenomenon to a global way of life, bringing a new and very distinct brand of exclusivity to many different areas.”

Featuring many of the design touches from Fieg's personal E30 M3 and the Cinnabar Red M4 Design Study by Kith, the limited-edition M4 Competition x Kith also has several highlights unique to the production vehicle. While merging logos is a hallmark of the many partnerships Kith has forged with other globally renowned companies, this is the first time BMW has altered its iconic roundel badge for a collaboration partner.

The fusion logo created for the BMW M4 Competition x Kith adds an extra ring around the BMW roundel in the BMW M colors of light blue, dark blue and red, as well as details in bright lettering focusing on Kith and the collaboration. The rear decklid of the BMW M4 Competition x Kith features a black Kith logo with the iconic tri-color BMW M stripes. The limited-edition models are available exclusively in matte paint finishes of Frozen Black, Frozen Dark Silver and Frozen Brilliant White.

Kith-designed elements further enhance the all-new BMW M4 Competition coupe. Featuring BMW M's TwinPower Turbo 3.0 Liter inline-six cylinder engine, the M4 Competition x Kith arrives with over 500 horsepower and M xDrive all-wheel-drive. Customers can expect Kith-embossed black merino leather and multicolour ambient mood lighting throughout the driver-focused cabin, the latest BMW safety technology like optional Advanced Driver Assistance systems, cutting-edge infotainment like BMW Intelligent Personal Assistant and Apple CarPlay/Android Auto, and all of the world-class performance that BMW M's legendary motorsport heritage promises. For more product information on the all-new BMW M4 Competition coupe, please visit [BMW USA News](#).

The BMW M4 Competition x Kith will be available for preorder on October 23, 2020 at 11:00 AM EST exclusively through BMWUSA.com and is strictly limited to 150 units worldwide. MSRP begins at \$109,250 plus destination and handling fees.

Note: The BMW M4 Competition x Kith will arrive in 2021 as model year 2022 vehicle.

For more information, please visit www.bmwusa.com. For more information on The Kith for BMW Collection, please visit www.kith.com.

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, 117 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.

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com. Follow BMW of North America on Instagram @BMWUSA, Twitter @BMWUSA and like BMWUSA on Facebook.

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