

BMW of North America

U.S. Press Information



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BMW of North America Celebrates Being Driven By Pride with LaQuan Smith and Shangela.

- **2021 marks the third year of BMW's Driven by Pride campaign in support of the LGBTQIA+ community.**
- **Luxury womenswear designer LaQuan Smith rejoins BMW to design original Pride vehicle wraps for the BMW 4 Series Coupe.**
- **BMW partners with GLAAD for Pride 2021; performer, activist and world famous drag queen Shangela to join GLAAD for virtual discussion sponsored by BMW.**

Woodcliff Lake, NJ – June 24, 2021... BMW of North America marked today the third year of its Driven By Pride campaign, proudly supporting the LGBTQIA+ community. This year's campaign features luxury womenswear designer LaQuan Smith rejoining forces with BMW to design original Pride vehicle wraps for the BMW 4 Series Coupe, following Smith's role in BMW's New York Fashion Week partnership. Performer, activist and Ru Paul's Drag Race star Shangela joins GLAAD's head of talent, Anthony Ramos, for a virtual Pride interview sponsored by BMW, as well as a digital content featuring the all-new BMW 4 Series Convertible.

LaQuan Smith has joined BMW once more to create original vehicle wraps in celebration of Pride 2021. The vehicle wraps, to be adorned on BMW's all-new 4 Series Coupe, are a completely original design by Smith himself and unique to this year's campaign. The wrap will be featured on five BMW 4 Series vehicles in the annual New York City Pride parade on June 27, 2021.

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Performer, activist and world-renowned drag queen, Shangela, notably appearing on Ru Paul's Drag Race, will join BMW for digital content as part of this year's Pride campaign. Shangela will also join GLAAD's head of talent, Anthony Ramos, for an Instagram Live interview on June 23, 2021. The interview, sponsored by BMW, will broadcast live from GLAAD's Instagram account, **@glaad**. Shangela will also star in digital content alongside the all-new BMW 4 Series Convertible, titled "The Ultimate Can't Be Contained."

More information about GLAAD's efforts in support of the LGBTQIA+ community, as well as this year's partnership with BMW, can be found at www.glaad.com.

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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; a technology office in Silicon Valley, 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, 143 BMW motorcycle retailers, 116 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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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.

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