

BMW of North America

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BMW teams up with Marvel Studios' Black Widow for a spectacular cinema experience.

- **The BMW X3 and BMW 2 Series Gran Coupe make their Marvel Cinematic Universe debut in Black Widow, featuring Scarlett Johansson and Florence Pugh.**
- **A celebratory display featuring the BMW 2 Series Gran Coupe is now at SPACE by BMW at The Grove in Los Angeles.**
- **Black Widow premieres today in the U.S. in theaters and on Disney+ with Premier Access.**

Woodcliff Lake, NJ – July 9, 2021... BMW and Marvel Studios have collaborated for the first time on “Black Widow,” which launches today in theaters and on Disney+ with Premier Access. The Marvel Cinematic Universe’s action-packed spy thriller will feature BMW’s X3 and 2 Series Gran Coupé in action-packed driving.

“This is the very first time BMW has worked with Marvel Studios and the result is just stunning,” says Jens Thiemer, senior vice president, Customer and Brand - BMW.

“Having the BMW X3 and the 2 Series Gran Coupé playing key roles in ‘Black Widow’ is part of our marketing strategy, adding strong emotional value to the communication of these models. As emotional and thrilling stories play an increasing role in our brand communication, we are definitely looking forward to continue working with Marvel Studios.”

BMW and Marvel Studios is a collaboration set to continue beyond “Black Widow.”

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“There is no better vehicle to take us on Natasha’s journey as she sorts her past than a BMW,” said Mindy Hamilton, Senior Vice President of Partnership Marketing at The Walt Disney Company. “The X3 and 2 Series Gran Coupé are sleek and agile, just like Black Widow, and we are so excited for the world to see where we’ve been together in July.”

To celebrate the film’s debut, a display featuring the BMW 2 Series Gran Coupe and costumes from the film are present for a limited time at SPACE by BMW, BMW’s new experience venue at The Grove, Los Angeles’ iconic lifestyle and hospitality destination. More information is available at space.bmwusa.com.

About Marvel Studios’ “Black Widow”

In Marvel Studios’ action-packed spy thriller “Black Widow,” Natasha Romanoff aka Black Widow confronts the darker parts of her ledger when a dangerous conspiracy with ties to her past arises. Pursued by a force that will stop at nothing to bring her down, Natasha must deal with her history as a spy and the broken relationships left in her wake long before she became an Avenger. Scarlett Johansson reprises her role as Natasha/Black Widow, Florence Pugh stars as Yelena, David Harbour portrays Alexei/The Red Guardian, and Rachel Weisz is Melina. Directed by Cate Shortland and produced by Kevin Feige. “Black Widow”—the first film in Phase Four of the Marvel Cinematic Universe— will launch simultaneously in theaters and on Disney+ with Premier Access in most Disney+ markets today.

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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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