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BMW Becomes Official Automotive Partner of the New Jersey Devils and New York Islanders.

BMW to Create Premium Experiences for Hockey Fans and Event Attendees at The Prudential Center and UBS Arena.

Woodcliff Lake, NJ – October 26, 2021... BMW announced today two separate agreements with the New Jersey Devils and New York Islanders to become the official luxury automotive partner of the New York Islanders and an Official Partner of the New Jersey Devils, with a focus on creating premium experiences for hockey fans and event attendees at Prudential Center and UBS Arena.

In addition to becoming an official partner for both teams, the partnerships will include free parking and perks for BMW owners, a host of experiential activations designed to engage current and future BMW owners, and naming rights in select arena venues.

“We are proud to partner with the New Jersey Devils and New York Islanders to establish a premium presence at both arenas through innovative programming and engaging on-site activations,” said Tom Shanley regional vice president, Eastern Region, BMW of North America. “With more than 200 live events combined annually, we look forward to working together with both partners to create the ultimate BMW experience with the Ultimate Driving Machine.”

New Jersey Devils

BMW becomes the first-ever sponsor of Prudential Center’s ice-level premium club, a 5,500 sq ft space which will be called “M Lounge by BMW.” The partnership will also feature a four-part “BMW Dine & Drive Series” featuring devils alumni and leadership and

the “Devils Mobile Tour presented by BMW,” an interactive experience for kids and adults alike.

Additional elements of the partnership include free parking for BMW drivers, a vehicle display on Prudential Center’s main concourse, and the renaming of Prudential Center’s VIP East Entrance to the BMW VIP East Entrance.

“In BMW we have found the ideal presenting partner for our highly-coveted, ice-level premium club experience for Devils Premium Club Seat Members: M Lounge by BMW,” said Adam Cross, senior vice president, corporate partnerships sales, New Jersey Devils. “BMW’s investment and partnership with NHL teams reflects the sophistication and premium appetite of hockey fans across the globe, and specifically in the greater New Jersey and New York metropolitan market. As Prudential Center reopens to full capacity and welcomes fans, Season Ticket Members and Premium Clients/Seat Holders back for the Devils 2021-22 season and unparalleled concert line-up, we look forward to welcoming BMW drivers onto our campus with complimentary parking and effortless entrance via the BMW VIP East Entrance.”

New York Islanders

As part of a new partnership with the New York Islanders, BMW will become the official luxury vehicle of the New York Islanders and UBS Arena, the Islanders’ new state-of-the art facility, which will open on November 20, 2021.

The partnership will provide free parking to guests who arrive to UBS Arena in a BMW, a vehicle display within the arena’s Great Hall and the creation of a VIP entrance -- BMW Premium Entry – East -- which is closely located to parking areas reserved for UBS Arena premium members.

“We are excited to welcome BMW as a valued partner for both UBS Arena and the New York Islanders,” said Tim Leiweke, CEO of Oak View Group. “To have the opportunity to align with such a prestigious brand as we open this world class venue solidifies what we’ve created here at Belmont Park.”

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About 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 the Rolls-Royce brand of 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 350 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.