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## **BMW is Back on the #RoadToCoachella, Returning as Official Partner of the Coachella Valley Music and Arts Festival.**

- **BMW rejoins the iconic desert music festival as official automotive partner, celebrating Coachella's return for the first time since the COVID-19 pandemic began.**
- **BMW's #RoadToCoachella campaign will feature original content through collaborations with GRAMMY Award™-winning recording artist Doja Cat, who designed a custom wrap for the all-electric BMW iX Sports Activity Vehicle.**
- **Additional collaborators include fashion designer and creative director Tremaine Emory, TikTok creator Dixie D'Amelio, actor and model Evan Mock, fashion insider and former pro athlete Victor Cruz, and more.**

**Woodcliff Lake, NJ – April 7, 2022...** BMW today announced its return as Official Partner of the Coachella Valley Music and Arts Festival, renewing the brand's #RoadToCoachella campaign to celebrate the festival's first post-pandemic activation. BMW's 2022 Road To Coachella campaign will feature GRAMMY Award™-winning recording artist Doja Cat and numerous other collaborators alongside the all-new, fully-electric BMW i4 Gran Coupe and BMW iX Sports Activity Vehicle. The campaign kicks off Thursday, April 14, 2022, and extends through the festival's first weekend.

“BMW is thrilled to bring our all-new, fully electric i4 Gran Coupe and iX Sports Activity Vehicle on the #RoadToCoachella after a two year pandemic hiatus,” said Uwe Dreher, **vice president of marketing, BMW of North America**. “This is a moment to celebrate several things: being together again, working with so many incredible collaborators once more, and a momentous launch of our all-new Ultimate Electric Driving Machines.”

To commemorate her role as the featured artist of BMW’s 2022 #RoadToCoachella, Doja Cat collaborated with creative director Brett Alan Nelson and renowned photographer David LaChapelle to design a one-of-a-kind vehicle wrap for the all-electric BMW iX. Doja’s unique iX will travel with her throughout her Coachella journey.

“The show that I’m preparing for Coachella defines everything that I’ve done from day one. I never like to do the same thing over and over again, I want to embrace that instead of run from it,” said **Doja Cat**. “BMW is an iconic brand and I am honored to be working with them. Be on the lookout at Coachella for some Doja-inspired rides.”

In addition to Doja Cat, BMW Road To Coachella collaborators include:

- 13-time X Games gold medalist and Olympic skateboarder **Nyjah Huston**
- Fashion designer and creative director **Tremaine Emory**
- TikTok creator and musical artist **Dixie D’Amelio**
- Makeup artist **Patrick Ta**
- Model and actor **Evan Mock**
- Fashion insider and NFL star **Victor Cruz**
- Model and dancer **Victoria Brito**
- TikTok creator and model **Wisdom Kaye**
- Fashion designer **Harry Nuriev**

BMW’s #RoadToCoachella campaign debuts across BMW channels on **Thursday, April 14, 2022**.

### **About the all-electric BMW i4 and BMW iX**

The all-new BMW i4 Gran Coupe and BMW iX Sports Activity Vehicle are the newest chapters in BMW’s electrification story.

The BMW i4 Gran Coupe is the first all-electric sport sedan from BMW. Available in two levels, i4 eDrive40 and i4 M50, the model range brings electrified performance to BMW’s

iconic Gran Coupe shape. The all-wheel-drive BMW i4 M50 is the first fully electric vehicle from BMW M GmbH, and offers a total system output of up to 536 hp from its dual electric motors. The BMW i4 M50 can launch from 0-60 miles per hour in just 3.7 seconds and return an EPA estimated range of 270 miles between charges. The rear-wheel-drive BMW i4 eDrive40 features a single 335 hp electric motor and can accelerate from 0-60 miles per hour in just 5.5 seconds and travel an EPA estimated range of up to 301 miles.

As the company's technology flagship, the BMW iX brings together the fifth generation of BMW eDrive technology with the company's latest developments in the fields of design, connectivity, digital services and sustainability. With 516 hp and a 0-60 time of only 4.6 seconds, the BMW iX offers an exhilarating driving experience with an EPA estimate of up to 324 miles of all-electric range and the latest in-vehicle technology, including 5G connectivity, a sweeping curved display that unites the 12.3-inch information display with a 14.9-inch central control display, and the debut of BMW iDrive 8, the company's latest user-interface system.

The BMW i4 eDrive40 starts at \$55,400, while the BMW i4 M50 starts at \$65,900, plus \$995 destination and handling for either model. The BMW iX xDrive50 starts at \$83,200 plus \$995 destination and handling.

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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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 105 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 Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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