

BMW of North America

U.S. Press Information



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Contact: Phil Dilanni
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

Jamie Greenhouse
DKC for BMW of North America, LLC
(212) 981-5179 / jamie_greenhouse@dkcnews.com

BMW of North America to be the First-Ever Official Luxury Automotive Partner of the Kentucky Derby®.

- **Partnership will include the first public showcase of the all-new BMW 7 Series, including the first-ever, fully electric BMW i7.**
- **Additional elements will include BMW as presenting partner of the American Turf Stakes race on Kentucky Derby day, a brand display at the VIP entrance and “The Ultimate Macaron Experience” at Taste of Derby.**

Woodcliff Lake, NJ – April 26, 2022... BMW of North America announced today it will be the first-ever official luxury automotive partner of the **Kentucky Derby**, taking place from **May 5-7, 2022** at Churchill Downs Racetrack in Louisville, KY. Known as the “most exciting two minutes in sports™” BMW will elevate this year’s on-site experience by showcasing its all-new, next-generation BMW 7 Series and first-ever, fully electric BMW i7 before they arrive in showrooms. The activation will also include a brand presence at the Taste of Derby culinary event.

Company
BMW of North America, LLC

A BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwusanews.com

“The Kentucky Derby is an iconic luxury event that shares many of BMW’s brand values, including performance, memorable experiences and the finest hospitality,” said Broderick McKinney, regional vice president, Central Region, BMW of North America.

“This event is a unique opportunity to showcase the new BMW 7 Series and X7 in front of a global audience, while also connecting directly with BMW customers and fans in the region in a very authentic way.”

As the first-ever official luxury automotive partner of the Kentucky Derby, BMW will have a large on-site footprint including an interactive product display located at the main entrance of Churchill Downs Racetrack.

VIP and celebrity guests of the Kentucky Derby and Oaks will enter via a BMW immersive red carpet experience that features the newly updated BMW X7 Sports Activity Vehicle.

BMW Club 7

BMW will preview the all-new, next generation BMW 7 Series, and the first-ever, fully electric BMW i7 alongside a live flower wall that will showcase more than 7,000 roses and lilies. Guests entering the footprint will experience the new 7 Series and first-ever i7 through detailed product walk-arounds, as well as a 360-degree photo booth to capture sharable memories of the event.

The American Turf Presented By BMW

On Derby Day, BMW will present the American Turf Stakes race, including prominent brand exposure across various moments such as the horse saddle towels, pony rider jackets, and finish line, winner's circle and starting gate signage. Ahead of the race, a BMW i7 ad will be showcased on the world's largest 4K video screen.

"The Ultimate Macaron Experience" Presented by BMW

On May 5, BMW will also serve as the official luxury vehicle of Taste of Derby, an annual pre-Derby tradition convening 1,200 guests in an interactive tasting that celebrates notable chefs and entertainment around the country, while raising funds and awareness for hunger relief organizations. At the event, BMW will showcase a BMW M850i xDrive Convertible alongside the official BMW Macaron Experience where guests can create their own macaron adventure by selecting colors, fillings and decorations for the ultimate foodie experience.

Content will be shared across BMW USA's social media channels, such as Instagram, TikTok and YouTube.

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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; technology offices 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, 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.

About the Kentucky Derby

The \$3 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Kentucky. Inaugurated in 1875, the legendary 1 1/4-mile race for three-year-olds is the longest continually-held major sporting event in North America and the first leg of horse racing's Triple Crown series. Also known as, "The Run for the Roses™" and "The Most Exciting Two Minutes in Sports™," the Kentucky Derby is the most attended horserace in the nation. This year, the Kentucky Derby will take place on May 7, 2022. For more information, please visit www.KentuckyDerby.com.

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