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BMW and Kith Join Forces Once Again for New Electrified Special Edition BMW i4 M50 by Kith.

- **Fully-electric BMW i4 M50 by Kith marks second limited run vehicle collaboration with the New York lifestyle brand.**
- **Exclusive clothing and accessory collection inspired by partnership will be available in Kith stores worldwide and online.**
- **Kith founder Ronnie Fieg also customized a fully-electric BMW 1602 as an homage to the historic BMW 1602 Elektro originally built for the 1972 Munich Olympics.**
- **3D billboard in New York's Times Square to showcase the BMW i4 M50 by Kith on October 3, 2022, from 8:00 p.m. – 10:00 p.m. EST.**

Woodcliff Lake, NJ – September 30, 2022... BMW announced today a second collaboration with New York lifestyle brand Kith, featuring a fully-electric, limited-edition BMW i4 Gran Coupe customized by Kith founder and noted BMW enthusiast, Ronnie Fieg. Unveiled during Paris Fashion Week at the Kith store in Paris, the BMW i4 M50 by Kith will be strictly limited to seven examples worldwide, each presented in a custom Kith Vitality Green paintwork over BMW Individual Caramel Merino leather upholstery with additional unique details throughout. A new 51-piece lifestyle collection featuring the same signature colors debuted in parallel.

BMW also adapted its iconic roundel on the BMW i4 M50 by Kith. The fusion badge adds an extra ring around the roundel trimmed in matching Kith Vitality Green with a signature model inscription. Inside the vehicle, a similar logo with the subline 'Elektro Auto' can be found etched into the cup holder lid, and 'Kith Exclusive Edition'

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has been laser-engraved on the dashboard trim panel. The caramel interior is punctuated by Kith wordmarks embossed on the headrests and front center armrest.

As an homage to BMW's earliest exploration of electric vehicles, Fieg also reimagined the classic BMW 1602 Elektro – the first-ever electrified BMW, of which two original examples were created to serve as support vehicles during the 1972 Munich Olympic Games. The 1972 BMW 1602 Elektro by Ronnie Fieg adds bespoke Kith details inside and out along with a color scheme to mirror the BMW i4 M50 by Kith. The extraordinary classic vehicle will be presented to Fieg for his personal collection in celebration of the collaboration.

The BMW i4 M50 by Kith underscores BMW's continuous focus on lifestyle, luxury, and fashion – key areas for interacting with new and existing customers. Building off 2020's partnership which saw all 150 editions of the BMW M4 Competition by Kith sell out in 30 minutes, the BMW i4 M50 by Kith will be limited to just seven examples, one of which will be auctioned to a global public audience.

As part of the launch, the BMW i4 M50 by Kith will also be featured on a 3D billboard in the heart of New York City above the EDITION Hotel on the corner of 47th Street and Seventh Avenue on October 3, 2022, from 8:00 p.m. to 10:00 p.m. EST. Set against the vibrant backdrop of Times Square in midtown, Manhattan, the three-dimensional immersive spot ushers in a new frontier of digital advertising for BMW.

BMW and Kith's highly exclusive electrified masterpiece packs plenty of performance. The 536-horsepower BMW i4 M50 – BMW M GmbH's first fully-electric performance model – blends the functionality of the Gran Coupe design with the instantaneous power delivery of BMW's latest 5th generation eDrive technology. Launched in March with an estimated EPA range of up to 270 miles on a single charge, the all-electric, all-wheel-drive powerhouse combines class-leading driving dynamics and uncompromising quality to deliver a zero-emissions BMW worthy of the Ultimate Driving Machine moniker.

For more information, please visit www.bmwusa.com For more information on The Kith for BMW Collection, please visit www.kith.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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 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 the BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com , www.miniusanews.com and www.press.bmwna.com.

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