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BMW of North America Joins the 2023 BNP Paribas Open as Official Premium Automotive Partner.

Milestone Event Marks New Partnership with One of World's Most Prestigious Tennis Tournaments.

On-Site Activation to Feature All-New, Fully Electric BMW i7 Sedan and First-Ever Hybrid Electric BMW XM Sports Activity Vehicle.

New Partnership Further Demonstrates Ongoing Commitment to Sports and Culture.

Woodcliff Lake, NJ – March 9, 2023... BMW of North America has been named the official premium automotive partner for the 2023 BNP Paribas Open, the company announced today. The event gets underway this week at the Indian Wells Tennis Garden in Indian Wells, California with the final matches scheduled for Sunday, March 19. Over the next two weeks, top ATP and WTA Tour players will faceoff for the coveted title at the world's most prestigious tennis event outside of the Grand Slams.

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As the official premium automotive partner of the event, BMW will showcase its growing lineup of vehicles including the all-new BMW M2 and first-ever 653 horsepower hybrid electric BMW XM Sports Activity Vehicle which arrives in U.S. dealerships this month. Fresh off its competition debut in the IMSA Rolex 24 race at Daytona, the all-new BMW M Hybrid V8 prototype racecar will be on display. Tennis fans will also have the opportunity to test drive BMW's latest plug-in hybrid and fully electric models including the first-ever BMW i7, BMW iX, and BMW i4 around Indian Wells, and register for a track day session at the BMW Performance Center West in Thermal, California where they can learn to drive some of BMW's high performance M vehicles. A variety of hospitality and parking options, including complimentary preferred

parking for BMW owners directly by the East Gate will be available for select BMW customers in attendance.

“The BNP Paribas Open is a premium event which not only features many of the top performers in the sport, but a wonderful fan experience as well,” said Marcus Casey, Vice President of Marketing, BMW of North America. “Our goal is to further elevate the fan experience through a robust on-site presence while also using the opportunity to engage with new customer groups. More importantly, through this commitment, we continue to foster the ever-present culture of sports that unites us all.”

Highly regarded by players and fans alike, the annual two-week event has been named ATP Tour Masters 1000 Tournament of the Year and WTA 1000 Tournament of the Year a record-setting eight times (2014-2019, 2021-2022).

“Part of what makes our event so spectacular year-after-year is the dedication of our wonderful partners,” said Philippe Dore, Chief Marketing Officer of Desert Champions and the BNP Paribas Open. “We are thrilled to welcome a world-renowned brand like BMW to the Tennis Paradise family.”

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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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 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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