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Most Powerful BMW Production Vehicle to Date Leaves MLB All-Stars “Speechless” in Latest Campaign from BMW of North America.

- **Walker Buehler, Byron Buxton, Nestor Cortes Jr. and Ozzie Albies Star in Two Custom Commercials Slated to Run Exclusively During MLB Games.**
- **The 644 Horsepower, plug-in hybrid electric BMW XM Sports Activity Vehicle Tops the BMW Lineup.**

Woodcliff Lake, NJ – March 30, 2023... BMW of North America debuted today the first of two new 30-second spots featuring a talented roster of MLB All-Stars alongside the new plug-in hybrid electric BMW XM, which will run throughout the 2023 MLB season. The new creative, developed in partnership with the Home Team Sports division of Playfly Sports, sees Los Angeles Dodgers pitcher Walker Buehler, Minnesota Twins center fielder Byron Buxton, New York Yankees pitcher Nestor Cortes Jr., and Atlanta Braves second baseman Ozzie Albies left “speechless” after taking a test drive in the most powerful – and boldest – BMW production vehicle built to date. A first look at the spot can be found at [this link](#).

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“With its striking exterior design, a luxurious, lounge interior, and race-inspired performance capabilities, the new BMW XM sits at the top of the BMW lineup,” said Marcus Casey, Vice President of Marketing, BMW of North America. “Just like Walker, Byron, Nestor, and Ozzie, the BMW XM is the ultimate performer which shines brightest on a big stage.”

The newly launched BMW XM exemplifies boldness with its striking silhouette, illuminated BMW kidney grille, and 23-inch wheels. Offered in seven paint finishes with optional NightGold Metallic exterior trim, the plug-in hybrid electric Sports Activity Vehicle is equally as impressive inside. Fitted with the finest quality materials, the interior was modeled after a luxurious lounge, featuring diamond quilted BMW Individual Vintage Merino leather seats set beneath a three-dimensional sculptural prism headliner containing 100 separate LED lights. Under the hood, the driver commands the same 644-horsepower drivetrain that is also featured in BMW's newest racecar – the BMW M Hybrid V8 which recently competed at the Rolex 24 Hours at Daytona endurance race.

The creative, produced by Playfly's in-house agency-style shop, Playfly Creates, will be featured throughout MLB game broadcasts airing on all U.S. regional sports networks. A second :30 commercial featuring the same four players will be added into the rotation in the coming weeks. This year's campaign represents the sixth consecutive MLB season for BMW of North America and Home Team Sports.

"BMW has proven year over year its connectedness with the MLB audience and beyond," said Chief Operating Officer at Playfly Sports, Craig Sloan. "There is no better-engaged consumer market than MLB's local fans. Our Playfly Creates team is thrilled to have another opportunity to showcase BMW's latest and greatest alongside some of MLB's most notable faces to create a highly-impactful, memorable, and light-hearted campaign."

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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 350 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.

About Playfly Sports

Fan Focused, Data Driven. Playfly Sports is the emerging leader in sports marketing, media and technology. By connecting more than 2,000 brand partners with approximately 83% of all U.S. sports fans, Playfly Sports delivers scalable, data-oriented marketing and media solutions. Playfly Sports operates at local, regional and national levels with a growing portfolio of multi-faceted, fan-focused divisions. Capabilities include exclusive MMR management, media and sponsorship activation, valuation, consulting, and development, custom advertising creative and digital content production, all along with new revenue-driving platforms and technologies. Founded in September of 2020, Playfly Sports has made an immediate impact on the sports industry. The company is now home to more than 700 team members located across 31 U.S. states dedicated to maximizing the impact of highly passionate local sports fans. Playfly Sports: Fan Focused, Data Driven. Follow Playfly Sports on social media @PlayflySports or visit www.playfly.com.

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