

For Release: April 13, 2023

Contact: Luke Parker
BMW of North America, LLC
(551) 502-7379 / luke.parker@bmwna.com

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

BMW of North America Plants Trees for Test Drives.

Electric Vehicle Test Drive Initiative Will Raise Funds to Plant 25 Trees per Test Drive in Areas Devastated by Wildfires.

Program Runs April 18 – May 1 at BMW Centers Nationwide Featuring BMW's Growing Lineup of Fully Electric Models.

BMW Seeks to Triple EV Sales in 2023 with Three Fully Electric Models and a Fourth Coming Later This Year.

Woodcliff Lake, NJ – April 13, 2023... BMW of North America today announced an Earth Day partnership with Scenic America to plant 25 trees for every electric vehicle test drive taken at participating U.S. BMW Centers between April 18 and May 1. As the only national nonprofit dedicated to preserving and enhancing the visual character and beauty of the nation's natural landscape, Scenic America will help BMW plant trees in fire-damaged woodlands.

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

BMW of North America strives to be environmentally conscious in all ways possible, and aligning with Scenic America advances its sustainability goals by planting trees.

The trees planted through this initiative will remove carbon dioxide from the atmosphere, produce oxygen that we breathe, and provide a home for wildlife. A canopy of trees in an urban environment will moderate temperatures, reduce energy use, and cut smog levels.

"Sustainability is at the core of our BMW Group values, extending well beyond the cars we make to the way in which we live and operate in the world around us," said

Marcus Casey, Vice President of Marketing, BMW of North America. “Joining forces with Scenic America allows us to give back to the planet in a meaningful way – one tree at a time, one EV test drive at a time, while also showcasing our growing lineup of fully electric vehicles.”

Scenic America is the only national nonprofit 501(c)(3) organization dedicated to helping citizens safeguard America’s scenic qualities. Driven by a firm belief that natural beauty is good for business, and that everyone deserves to live, work, and play in beautiful spaces, Scenic America is committed to leaving a positive, lasting impact on society.

“We believe that this partnership is a great opportunity to advance several core components of Scenic America’s mission, through both the planting of trees and promotion of electric vehicles,” said Scenic America President Mark Falzone. “We are very excited to work with BMW on this initiative and look forward to expanding this program in the future to help plant more trees in more areas.”

BMW currently offers three fully electric models in the U.S. – the BMW iX Sports Activity Vehicle and the BMW i4 and BMW i7 Sedans. The first ever fully electric BMW i5 Sedan will arrive later this year as BMW sets out to triple 2022 EV sales in 2023. BMW also offers plug-in hybrid electric variants of some of its most popular models including the BMW X5 xDrive45e, BMW 330e and BMW 530e. The plug-in hybrid electric BMW XM Sports Activity Vehicle has also recently begun arriving in showrooms.

In the first quarter of 2023, BMW sold 6,588 battery electric vehicles, which accounts for 8% of total U.S. sales. In total, electrified vehicles (combined battery electric and plug-in hybrid electric), accounted for nearly 17% of U.S. sales this quarter. With a fast-growing range of products and strong demand for the electric models already available, BMW is on a mission to sell at least 1 million fully electric vehicles in the U.S. by 2030.

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 Scenic America

As the only national nonprofit 501(c)(3) dedicated to helping citizens safeguard America's scenic qualities, Scenic America's mission is to preserve and enhance the scenic beauty of America. Scenic America believes that beauty is good for business, and everyone deserves to live, work, and play in beautiful places. Scenic America's advocacy and program work has resulted in several large wins on a national scale, including:

- Leading the way in Congress to pass the Reviving America's Scenic Byways Act of 2019 and securing a total of \$42 million in funding for byways in the FY 21, 22, and 23 appropriations acts.
- Scoring a win in the U.S. Supreme Court in 2022 as the court affirmed the constitutionality of digital billboard bans.
- Fighting billboard company-backed amendments that would have gutted the Highway Beautification Act in 2020, 2021, and 2022– and winning.
- Successfully advocating for federal support for utility undergrounding in the Infrastructure Investment and Jobs Act of 2021, including an amendment to the Stafford Act to allow FEMA funds to be used for undergrounding and a new \$5 billion resiliency grant program.
- Landing more flexible funding to support signage, highway beautification, native plantings, and other provisions in the \$300 million Federal Lands Access Program.
- Joining with like-minded allies to urge the passage of the Great American Outdoors Act in 2020. Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character and scenic beauty of America.

For more information on Scenic America, or to locate one of the organization's chapters and affiliate organizations, visit their new website at www.scenic.org.

#

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.

#

