

BMW of North America

U.S. Press Information



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BMW Enlists Roster of Artists and Creators to Present the First-Ever BMW XM “Label Red” Sports Activity Vehicle at Coachella.

- **BMW returns for fifth year as official automotive partner of the Coachella Valley Music and Arts Festival.**
- **Newly launched 738-horsepower BMW XM “Label Red” Sports Activity Vehicle headlines the BMW model range.**

Woodcliff Lake, NJ – April 20, 2023... BMW returned as the official automotive partner of the Coachella Valley Music and Arts festival for the fifth time to celebrate the launch of the 738-horsepower plug-in hybrid electric BMW XM “Label Red” in a big way. To showcase the bold spirit and individuality of the special edition range-topping Sports Activity Vehicle, the company assembled a global team of likeminded artists and cultural creators to express themselves alongside the extroverted BMW XM “Label Red”. Performers including Charli XCX, Earthgang and Uncle Waffles, as well as the female German rapper du jour Badmomzjay, Grammy-award winning singer-songwriter Nija Charles, and South Korean choreographer Leejung Lee recorded their initial encounters with the first electrified high-performance product offering from BMW M.

Company

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A BMW Group Company

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Founded in 1999 as a mecca for creators and performers from all walks of life, Coachella remains at the center of the global arts and culture scene. The festival occurs annually at the Empire Polo Club in Indio, California and features musical artists from several genres of music, including rock, pop, hip hop, and electronic dance music, in addition to various art installations, sculptures, and immersive exhibits.

“Our goal is to be at the heart of where the creative magic happens – and Coachella is an excellent platform to foster new conversations with emerging talents as well as established artists,” said Stefan Ponikva, Vice President Brand Communication, Brand Experience. “BMW wants to enable artists – musicians, designers, actors, storytellers – to express themselves and engage with our brand and the first-ever BMW XM.”

Much like the artists who bring Coachella to life, the BMW XM “Label Red” exudes star power with its striking silhouette, illuminated BMW kidney grille, and signature Toronto Red exterior trim. The bold design continues inside the cabin with a rear passenger area that was modelled after a luxurious lounge, complete with 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 738-horsepower from the same drivetrain that propels BMW’s newest race car – the BMW M Hybrid V8.

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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.

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