

For Release: May 4, 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 Returns as Official Automotive Partner for the 76th Edition of the Cannes Film Festival.

2023 Event Marks BMW's Second Year as Official Vehicle at One of World's Most Prestigious Film Festivals.

New Installment in BMW Films Franchise to Premiere Followed by Debut of Electric BMW Watercraft at the Port de Cannes.

On-Site Activation to Feature All-New, Fully Electric BMW i7 M70 xDrive Sedan and More Than 200 Electrified Shuttle Vehicles.

Woodcliff Lake, NJ – May 4, 2023... BMW is the Official Automotive Partner of the 2023 Cannes Film Festival, returning to the international gathering of creators and artistic visionaries in the South of France for the second time in a major way with a new BMW Films production starring the BMW i7 M70 xDrive alongside a star-studded cast. The most powerful and luxurious fully electric model in BMW's portfolio will also make its debut on the street as part of a fleet of more than 200 electrified official event vehicles. On the water, a new type of launch from BMW will make waves with the reveal of THE ICON—an electric watercraft developed and built by BMW in collaboration with boat maker TYDE.

“We’re delighted to be able to continue our official partnership with the Cannes Film Festival,” says Jens Thiemer, Senior Vice President Customer & Brand BMW. “The festival is committed to becoming younger, more zeitgeisty and more digital, which makes this partnership the ideal platform for our luxury BMW products. We are celebrating the premiere of the new BMW Films production in Cannes, the latest release in our legendary BMW Films series. Plus, with both THE ICON and the BMW i7 M70 xDrive, we’re creating a compelling blend of luxury, innovation, and sustainability.”

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
bmwusa.news.com

Iris Knobloch, President of the Cannes Festival, adds: “In 2022, BMW joined the Cannes Festival as an Official Automotive Partner, providing a fleet of 80 exceptional 100% electric models, in line with the festival's environmental policy. We are proud and happy to be able to count on the support of BMW, whose relationship with the seventh art is historic, and who will, once again, accompany all our guests on their various journeys.”

The event gets underway on May 16 as filmmakers, actors, and cinema lovers from across the globe prepare to descend on the Côte d’Azur resort of Cannes to screen the upcoming year’s most important new productions and witness the presentation of the Palme d’Or award. As Official Automotive Partner of the festival, BMW will mobilize more than 200 fully electric, plug-in hybrid, hydrogen-powered guest transportation vehicles, including the recently unveiled range-topping BMW i7 M70 xDrive sedan and plug-in hybrid BMW XM Sports Activity Vehicle featuring a lounge-inspired rear passenger area. BMW’s electrified fleet will whisk guests through Cannes traffic in almost complete silence and with zero local emissions, resulting in a genuine taste of sustainable luxury.

The new BMW Films production slated for release during Cannes sees the brand continue its storied film franchise featuring current models in leading roles. Dating back over two decades, a succession of notable Hollywood directors has produced fascinating short films featuring famous leading actors and their four-wheeled co-stars. One of the best-known examples is “Star”, which takes the audience on a dramatic ride to a film premiere in a BMW M5. The most recent BMW Films production “The Escape” placed a BMW 5 Series sedan at the heart of a breathtaking chase scene—and fans can once again look forward to fast-paced driving shots, spectacular action, and an A-list cast at the premiere of the new BMW Films production in Cannes.

Rear occupants traveling in a BMW i7 during the festival will be able to enjoy the new BMW Films production on the 31-inch BMW Theatre Screen inside the fully electric sedan. The panoramic display extends down from the headliner and nearly spans across the full width of the interior to bring an unrivalled entertainment offering to the rear of the BMW i7. The 8K resolution display and Bowers & Wilkins Diamond Surround Sound System together transform the second row of seats into an exclusive personal cinema on wheels.

A premiere of a different kind awaits visitors to the film festival at the Port de Cannes, with the unveiling of THE ICON electric ocean vessel for the first time. Created by BMW in collaboration with boat maker TYDE, this innovative craft offering emission-free mobility on water embodies another progressive interpretation of luxury. THE ICON combines the BMW i brand's many years of experience in electric mobility with the boat-building expertise of TYDE and a future-focused design created in the studio of BMW Group subsidiary Designworks. The debut public appearance of THE ICON at the Cannes Film Festival once again shines the spotlight on BMW's holistic approach to achieving sustainable mobility in tomorrow's world.

#

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.

#

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.

#