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

- **2024 Event Marks Second Year Partnering with One of World's Most Prestigious Tennis Tournaments.**
- **On-Site Activation to Showcase All-New, 100% Electric BMW i5 Sedan and the Range-Topping Plug In Hybrid Electric BMW XM Label Sports Activity Vehicle.**

Woodcliff Lake, NJ – March 11, 2024... BMW of North America returns as the official premium automotive partner for the BNP Paribas Open, the company announced today. The event is underway at the Indian Wells Tennis Garden in Indian Wells, California with the final matches scheduled for Sunday, March 17. Over two weeks, top ATP and WTA Tour players are facing-off in one of the world's most prestigious tennis events.

As the official premium automotive partner of the event, BMW will showcase its growing lineup of electric and plug-in hybrid electric vehicles including the all new, fully electric BMW i5 and 738-horsepower plug in hybrid electric BMW XM Label. Tennis fans will also have the opportunity to experience the thrill of the BMW M4 GT4 racecar in a simulator on site or sign up for a live track day session at the BMW Performance Center West in nearby Thermal, CA where they can get behind the wheel for real and learn how to drive like the professionals.

For attendees looking to put their tennis skills to the test, BMW will once again offer a daily speed serve contest in the fan zone area. Prizes will be awarded for the fastest serve of the day throughout the tournament. A variety of premium hospitality and

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parking options, including complimentary preferred parking for BMW owners will also be available for select BMW customers in attendance.

“Each year the BNP Paribas Open hosts the top performers in the sport and creates an incredible premium experience for fans in the tennis paradise of Indian Wells,” said Marcus Casey, Chief Marketing Officer, BMW of North America. “It is against this backdrop, and with the shared values of performance, luxury, and attention to detail, that BMW is proud to present our latest electric vehicle line up and support the 2024 BNP Paribas open.”

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 nine consecutive times.

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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 assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles. 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, 105 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 the BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com , www.miniusanews.com and www.press.bmwna.com.

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