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## **BMW of North America Continues Partnership with The Nantucket Project.**

- **The small island off the coast of Massachusetts hosts twelfth annual gathering of key opinion leaders joining forces to enact change.**
- **BMW of North America returns as Official Automotive Partner, bringing fleet of 100% electric and plug-in hybrid courtesy vehicles.**

**Nantucket, MA – September 26, 2024...** BMW of North America is back on the island of Nantucket this weekend in support of the twelfth annual Nantucket Project as prolific thought leaders from across the globe come together to reimagine solutions for a range of complex challenges facing humanity today. As Official Automotive Partner of The Nantucket Project, the company will once again provide a full lineup of vehicles for guests to enjoy including the 100% electric BMW i7 flagship sedan and first-ever plug-in hybrid BMW XM Label Sports Activity Vehicle.

Host to cultural icons, policy makers, artists, corporate executives, inventors, and hundreds more curious-minded influential figures seeking to make the world a better place, the non-profit initiative serves as a dynamic platform for different perspectives united by a commitment to honest, open dialogue. Through the art of storytelling, immersive live performances, and thought-provoking films, The Nantucket Project aims to foster empathy and enlightenment by bringing new worldviews into focus.

“The Nantucket Project is a unique opportunity to engage with an array of consumers who see the world through many different lenses yet share a fundamental view that the exchange of new ideas is what drives us all forward”, said Marcus Casey, Chief Marketing Officer, BMW of North America. “The BMW Group believes that the future is

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electric, digital, and circular, however no one company or industry can shape it by themselves. The only way to get there is through open dialogue and collaboration.”

From raw material procurement to manufacturing, and through the post-vehicle recycling phase, the BMW Group’s commitment to a sustainable future aligns with The Nantucket Project’s vision to leave a lasting, positive impact on our world. The company has established a firm goal for 2030 to reduce CO<sub>2</sub> emissions throughout its entire value chain by at least 40 percent and is striving for total climate neutrality by 2050.

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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, 144 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 the BMW Group and its products in the USA is available to journalists online at [www.bmwusanews.com](http://www.bmwusanews.com) , [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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