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BMW of North America Returns as Official Vehicle of the BNP Paribas Open.

- 2025 event marks fourth year partnering with one of the world's most prestigious professional tennis tournaments.
- Activation to showcase the updated 100% electric BMW iX and high-performance plug-in hybrid electric BMW M5 Touring.

Woodcliff Lake, NJ – March 11, 2025... BMW of North America is back again as the Official Premium Vehicle Partner of the BNP Paribas Open, the company announced today. Hosted annually at the renowned Indian Wells Tennis Garden just outside Palm Springs, CA, the two-week event attracts tennis fans from across the globe to witness 'Tennis Paradise' in all its glory as the top ATP and WTA Tour players compete for the prestigious title. Tournament action kicked off last week with qualifying rounds on Sunday, March 2 and final matches are scheduled for Sunday, March 16.

As the event's official automotive partner, BMW will feature its growing lineup of electric and plug-in hybrid electric vehicles, including the newly updated 100% electric BMW iX and the 717-horsepower plug-in hybrid electric BMW M5 Touring. The two-time reigning BNP Paribas Open Singles Men's Champion Carlos Alcaraz designed his own version of the latter, which visitors will have the opportunity to see up close.

Like Alcaraz, fans of the Ultimate Driving Machine can customize their own dream BMW while they're in Indian Wells. A new racket-in-hand challenge invites guests to hit tennis balls corresponding to personalized design choices on the BMW build-your-own configurator. A variety of premium hospitality and parking options, including

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

"Our shared values of excellence, innovation, and attention to detail are why we joined forces with the BNP Paribas Open back in 2022 and we're proud to stand behind this prestigious event that embodies BMW's core spirit of performance and quality," said Marcus Casey, Chief Marketing Officer, BMW of North America. "This partnership not only highlights our commitment to sports and culture but also enhances our engagement with passionate audiences who appreciate the art of performance, both on the court and in our vehicles."

Highly regarded by players and fans alike, the annual two-week event known for its premium amenities, beautiful scenery, and extraordinary tennis matchups has been named ATP Tour Masters 1000 Tournament of the Year and WTA 1000 Tournament of the Year a record-setting ten consecutive times.

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BMW Group in the United States.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusnews.com, www.miniusanews.com and www.press.bmwna.com

