

BMW of North America

U.S. Press Information



Contact: Luke Parker
BMW of North America
(551) 502-7379 / luke.parker@bmwna.com

Phil Dilanni
BMW of North America
(201) 785-4555 / phil.dilanni@bmwna.com

BMW of North America Returns for the 2025 Rebelle Rally in the BMW X5.

- **Veteran driver Rebecca Donaghe will pilot a BMW X5 with BMW of North America Product Manager Rebecca Dalski as navigator.**
- **Contested by an all-women field of drivers and navigators, the rigorous competition covers 1,700 miles of demanding desert terrain and prohibits GPS guidance, forcing teams to rely on paper maps and compasses.**
- **Challenging offroad competition helps gather real world insights for BMW's X family of Sports Utility Vehicles.**

Woodcliff Lake, NJ – October 8, 2025... BMW is back for the nation's longest competitive offroad challenge. Veteran driver Rebecca Donaghe will pilot a BMW X5 across 1,700 miles of demanding terrain alongside BMW Product Manager and first-time navigator Rebecca Dalski. Taking place October 8–18 across a vast stretch of California and Nevada desert, the challenge features a lineup of 68 female driver-navigator teams and forbids the usage of GPS guidance. Instead, competitors are forced to rely on analogue navigational techniques to hunt for checkpoints throughout the desert landscape.

Dalski, whose day job centers around shaping the future of the BMW product lineup for the American market will be helping test the limits of the BMW X5 while guiding her team's journey from the navigator's seat as they demonstrate how BMW's best-selling model is also capable of conquering obstacles offroad.

"Adventure is worthwhile in itself", said Dalski. "With an off-road package featuring xSand, xGravel, xSnow and xRock modes, the BMW X5 is well-equipped for this

Company
BMW of North America, LLC

A BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 BMW Drive
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwusanews.com

challenge. Add to that Rebecca Donaghe's excellent driving skills, along with the analog navigational techniques I've been sharpening, and I'm sure that we'll cross the finish line proudly in October. The Rebelle Rally was described to me as a game of chess played out in the world and I cannot wait to see what we'll encounter."

At the core of the BMW X5 xDrive40i is a 375-horsepower inline-six engine paired with a mild-hybrid system, delivering responsive driving experience without sacrificing fuel efficiency. Its powertrain is complemented by BMW's signature xDrive all-wheel-drive system, which provides confident handling and stability in various driving conditions, from daily commuting to navigating life's more adventurous scenarios. For the Rebelle Rally, the stock vehicle was only augmented by the additions of offroad tires, camping gear, and recovery equipment.

Since its original debut more than two decades ago, the BMW X5 has been instrumental in the steady growth of the BMW X family of vehicles and remains one of the brand's most popular iconic nameplates, famous for its versatility. The BMW X5 is proudly assembled at the brand's largest production site globally in Spartanburg, South Carolina.

The following internal and external partners helped bring this year's Rebelle Rally journey to life:

- BMW Credit
- BMW Protection Products
- BMW Women in Motion
- BMW Performance Center
- BMW Car Club of America and BMW CCA X Chapter
- XPEL
- Falken
- Rotiform
- Morimoto
- Thule

Follow BMW's progress on the Rebelle Rally website at www.rebellerally.com for official updates and live coverage beginning Friday, October 10.

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. BMW Motorrad was brought into the fold in 1980. 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 more than 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 351 BMW retailers, 143 BMW motorcycle retailers, 105 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.

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