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

- **2026 event marks fifth year partnering with one of the world's most prestigious professional tennis tournaments.**
- **Expanded consumer activations including fan challenges, vehicle showcases, and exclusive BMW Owner's benefits underscore the brand's commitment to premium experiences.**

Woodcliff Lake, NJ – March 5, 2026... BMW of North America announced today its continued support of the BNP Paribas Open, returning to Indian Wells as the tournament's Official Vehicle Partner for the fifth consecutive year. This year's activation will feature an elevated presence designed to showcase BMW's leadership in luxury, performance, and innovation, including a variety of vehicle displays, fan challenges, and hospitality offerings. First round matches began Wednesday, March 4 with the finals slated for Sunday, March 15.

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The 2026 event will offer an exclusive 'Closed Room' experience where guests will be the first in the nation to preview a forthcoming BMW model. In keeping with strict confidentiality protocols, the showcase is entirely phone and camera-free, providing tournament attendees with a uniquely elevated, behind-the-scenes encounter with the future of BMW design and innovation.

On the public stage, BMW will highlight its full range of vehicles including the all-new fully electric BMW iX3 and full-size BMW X7 M60i, both with plenty of performance and room for everyone's tennis gear. A selection of additional models will

appear throughout the Indian Wells Tennis Garden, with a special product display welcoming visitors at Palm Springs International Airport.

“The BNP Paribas Open is the perfect stage for BMW. It’s a tournament defined by world-class athletes, state-of-the-art facilities, and an unwavering commitment to excellence which mirror our own values”, said Leigh Moynihan, Chief Marketing Officer, BMW of North America. “Tennis aligns naturally with BMW’s focus on precision, performance, and premium experiences, and this event gives us a unique opportunity to engage fans who appreciate performance both on the court and on the road.”

Fan engagement remains central to BMW’s presence at the BNP Paribas Open. Attendees will enjoy expanded consumer activations, including the popular racket-in-hand challenge where all are invited to sharpen their skills in between the action out on the courts. As always, BMW Owners will benefit from preferred parking upon arrival, and the brand will also host a dedicated BMW Day celebrating its connection to tennis culture both onsite and in broadcast integrations on Wednesday, March 11.

BMW’s hospitality footprint also expands in 2026. The dedicated BMW Hospitality Suite continues to offer VIP access for select BMW dealer partners and their clients, while a new ultimate travel experience invites select BMW owners to embark on a curated luxury weekend featuring championship match access, exclusive culinary events, and high-performance driving experiences at BMW Performance Center West in nearby Thermal, CA.

With attendance expected to exceed 500,000 spectators, the 2026 BNP Paribas Open offers BMW an unparalleled platform to connect with a global, performance-minded audience. The brand’s comprehensive activation strategy underscores its commitment to delivering best-in-class experiences across product, culture, and customer engagement.

BMW’s return to Indian Wells reflects the brand’s long-standing commitment to the world of sport. From deep motorsport heritage to extensive partnerships in professional golf, BMW continues to support disciplines that embody performance, technical excellence, and competitive spirit. Tennis plays a central role in this portfolio. Its precision, global appeal, and premium culture resonate strongly with BMW’s values and the expectations of its customers.

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BMW Group in the U.S.

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually. For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](http://www.pressclub.usa).

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