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## **BMW M4 Competition x Kith Limited Edition – Background**

- **BMW and New York lifestyle brand Kith have collaborated for a multi-faceted partnership that brings together BMW's premium performance vehicles and Kith's unique design vision.**
- **The all-new BMW M4 Competition, completely redesigned for 2021, acts as a canvas for unique Kith design touches created by Kith founder Ronnie Fieg himself.**
- The all-new BMW M4 Competition is completely redesigned for 2021, serving as the latest iteration of BMW M's legendary sports coupes. The vehicle features M performance enhancements and equipment inside and out and is powered by BMW M's TwinPower Turbo inline-six cylinder engine producing over 500 horsepower.
- Rounding out an already robust partnership, BMW will produce a special-edition **M4 Competition x Kith**, strictly limited to 150 units worldwide, that features uniquely designed Kith elements inside and out created by Kith founder Ronnie Fieg. Fieg merged the Kith logo with BMW's instantly recognizable Roundel and BMW M logos, evoking the New York lifestyle brand's well-known logo combination approach visible in so many of their partnerships.

- Specific Kith design cues on the **BMW M4 Competition x Kith** include Kith badging on the rear decklid, a specially Kith-designed interior colorway featuring BMW M's heritage three-stripe colors, BMW M-inspired Kith logos on the M Carbon Fiber Bucket seats, and a Kith-influenced exterior BMW roundel on the front and back of the vehicle. The vehicle is exclusively available in three matte colors: Frozen Black, Frozen Dark Silver and Frozen Brilliant White. Embossed leather Kith logos are found on the black full Merino leather upholstery of the front and rear head restraints, center armrest and door panels. The center console additionally features special Kith badging.
- The vehicle can be optionally equipped with a specially-made carbon fiber roof featuring the BMW M-inspired Kith logo.
- Being all-new for 2021, the **BMW M4 Competition** arrives with a host of BMW's latest and most modern performance equipment, driver assistance and infotainment technology, and premium materials of the highest quality. Owners of **the M4 Competition x Kith** can enjoy incredible tech like wireless Apple CarPlay and Android Auto compatibility, BMW Advanced Driver Assistance systems and safety features, BMW M performance driving modes, BMW M xDrive performance all-wheel-drive, distinctive multicolor ambient interior lighting, and BMW M's special exhaust system that perfectly hones the incredible sounds of the BMW M TwinPower Turbo engine – all enhanced by special Kith design cues throughout the vehicle.
- The **BMW M4 Competition x Kith** will debut exclusively at Kith's 25 Kent Street pop-up in Williamsburg, Brooklyn on October 23, 2020. Preorders begin October 24, 2020 exclusively on BMWUSA.com for U.S. customers. The manufacturer's suggested retail price for the BMW M4 Competition x Kith begins at \$109,250 plus destination and handling charges.

For more information, please find contacts below:

- **Matthew Spadaro at (201) 466-9896** or [Matthew.Spadaro@bmwna.com](mailto:Matthew.Spadaro@bmwna.com) for more information on BMW's partnership with Kith.
- **Oleg Satanovsky at (201) 414-8694** or [Oleg.Satanovsky@bmwna.com](mailto:Oleg.Satanovsky@bmwna.com) for more product information on the 2021 BMW M4 Competition.

### **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; technology offices in Silicon Valley and Chicago, 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 manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 117 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.

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