

BMW Group

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BMW Announces Official Automotive Partnership with New York Fashion Week: The Shows

- **Integrations include a video series highlighting three fashion industry notables who are reinventing themselves by pushing their typical boundaries, a panel discussion with model and UNICEF Ambassador, Halima Aden, and courtesy VIP transportation.**

Woodcliff Lake, NJ – September 5, 2019... BMW announced today that it will be the new Official Automotive Partner of New York Fashion Week (NYFW): The Shows for the Spring/Summer 2020 season this September. In its first partnership with IMG, NYFW: The Shows' owner and lead producer, BMW will kick-off its inaugural entry into New York Fashion Week with a content series, which follows three innovative fashion notables who are celebrating "firsts" and breaking the mold this season, and a panel discussion led by the first hijabi fashion model to rise to prominence and UNICEF Ambassador, Halima Aden, discussing how to challenge the status quo. The company will also provide VIP transportation in the newly updated BMW 7 Series sedan and first-ever BMW X7 Sports Activity Vehicle.

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"BMW has a long history of innovation and well-earned reputation for breaking new ground and being 'first'," said Uwe Dreher, Vice President of Marketing, BMW of North America. "We are proud not only to celebrate those who are breaking new ground and reinventing themselves and their careers in the fashion world, but also to continue our decades-long support of cultural initiatives around the world."

Content Series

As part of the NYFW: The Shows partnership, BMW will work with IMG's fashion group to develop cinematic short videos focusing on three fashion industry notables who are reinventing their career and setting out to challenge themselves with a "first" this season, as they're transported through the streets of New York. The series will feature a combination of newcomers and established names:

- RaisaVanessa - true first timers, the two emerging female fashion designers based in Istanbul will share their experience as they debut their first collection at NYFW;
- Indya Moore - a pioneer, leading the industry forward as a non-binary model, actress and activist, as they are honored during NYFW for being the first transgender cover star of ELLE Magazine;
- Proenza Schouler - an industry expert, the iconic duo recently bought back the majority stake of their company and are reinventing their business on their own terms.

Panel Discussion

With NYFW: BTS, cultural programming offered between the shows at NYFW, BMW will also host a panel discussion featuring an intimate conversation with the first hijabi fashion model to rise to prominence and UNICEF Ambassador, Halima Aden, who most recently was the first woman to grace the pages of Sports Illustrated Swimsuit Edition wearing a burkini.

The panel will be moderated by Libyan-American journalist and activist, Noor Tagouri, with a conversation focusing on "firsts" for this New York Fashion Week season, including Halima Aden's discussion of challenging the status quo and how she found unprecedented success in the fashion industry by staying true to her own values.

Concierge Service at Spring Studios

As the official automotive partner, BMW will have an on-site footprint at Spring Studios, the central hub for New York Fashion Week and home of NYFW: The Shows, revamping the concierge tent to create a legendary first impression. Upon arrival at NYFW: The Shows, guests and VIPs will enter the BMW VIP Arrivals Entrance, which will house a fleet of vehicles including the newly updated BMW 7 Series sedan and the first-ever BMW X7 Sports Activity Vehicle, which will provide courtesy transportation to

top designers, influencers, models and industry VIPs attending official New York Fashion Week events throughout the city.

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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; 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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 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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