

BMW Group

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BMW Unveils Team USA Racing Wheelchair for Rio 2016 Paralympic Games

In celebration of the 100 day countdown to the Rio Games, BMW marks another milestone with its latest Paralympic technology project

Woodcliff Lake, NJ – April 27, 2016... BMW of North America, the Official Mobility Partner of the United States Olympic Committee (USOC), today announced the official unveil of its new racing wheelchair designed for the U.S. Paralympics Track and Field Team. BMW designers are working in close collaboration with Team USA athletes and coaches to design and develop the racing wheelchair which is set to make its competitive debut at the Rio 2016 Paralympic Games.

Developed by world-class designers and engineers, the new racing wheelchair draws upon the aesthetics and engineering of the automaker's signature vehicle design. Encompassing BMW's core competencies and fundamentals, the wheelchair features modernized aerodynamic efficiencies, carbon fiber material, a complete chassis redesign and a personalized approach for customized athlete fit.

"Working on this project has been a truly rewarding experience for my team and we're proud of what we've been able to accomplish in the last year and half with these athletes and their coaches," said Brad Cracchiola, Associate Director, BMW Group DesignWorks. "From fittings and immersion sessions, to data analysis and real-time testing, we had the unique opportunity to build a fully customized racing device. We're eager to complete the final product and look forward to watching Team USA compete."

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“Our partnership with Team USA over the last six years has been a remarkable journey, but the most rewarding part of it all has been the direct collaboration with our athletes,” said Trudy Hardy, Vice President, Marketing, BMW of North America. “Their dedication to their sport and their fans is unprecedented, and as a company dedicated to performance and mobility, this has been a project that felt right at home for us and we’re honored to be part of it.”

With the help of Team USA athletes, BMW will work over the next few months to continue to adjust and improve the wheelchair in the lead up to the Games. The final fleet of wheelchairs for use in the Rio 2016 Paralympic Games is slated to be delivered to the U.S. Paralympics track and field racers in the summer of 2016.

BMW has been implementing its resources to advance the training and performance goals of Team USA since signing on as a sponsor in 2010. The BMW racing wheelchair is the company’s fourth technology transfer project, following the delivery of a two-man bobsled which helped Team USA overcome a 62-year medal drought at the Sochi 2014 Olympic Winter Games. To learn more about BMW’s partnership with the USOC and National Governing Bodies USA Bobsled & Skeleton, USA Swimming, USA Track & Field, USA Golf and U.S. Paralympics Track and Field visit www.bmwusanews.com.

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 the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 MINI passenger car dealers, and 36 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.

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusaneews.com.

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