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*** MEDIA ALERT * REQUEST FOR COVERAGE * MEDIA ALERT ***

BMW Group to Host Los Angeles Media Showcase.

- All-New, High-Performance BMW Concept Vehicle to Be Unveiled Under Embargo.
- MINI Vision Urbanaut Makes its North American Debut.
- BMW Motorrad CE 04 Fully-Electric, Zero Emissions Scooter Makes its U.S. Debut.

BMW Group will host media at [SPACE] by BMW, an immersive brand experience at [The Grove](#) in Los Angeles (189 The Grove Dr, Los Angeles, CA 90036) on Tuesday, November 16 from 2:00 p.m. – 4:00 p.m. and 5:00 p.m. – 7:00 p.m. in advance of the Los Angeles Auto Show, and throughout the day on Wednesday, November 17.

Three BMW Group brands – BMW M, MINI, and BMW Motorrad – will present new vehicle concepts and have executives and subject matter experts on hand for interviews. Media are asked to RSVP to BMWpressevents@dkcnews.com in advance to attend one of the two sessions on Tuesday, November 16.

BMW M

Franciscus van Meel, chairman of the board of BMW M GmbH and Marcus Syring, head of BMW M Design will present an all-new high-powered, hybrid-electric, concept vehicle under embargo in a

closed room setting. Information relating to this new vehicle will be under embargo until Monday, November 29 at 8:00 p.m. EST.

MINI

For the first time in North America, MINI will show the MINI Vision Urbanaut, an all-new interpretation of electric mobility through an innovative vision of space highlighting sustainable materials at work. Presented by Head of MINI Design, Oliver Heilmer, the concept maximizes creative use of space that is reimagined in new form for the MINI brand. While it remains a concept, it offers an important perspective on MINI's view of the future.

BMW Motorrad

Making its U.S. debut will be the 2022 BMW CE 04 electric scooter. This futuristic looking two-wheeled vehicle blends avant-garde design with emissions-free personal mobility and innovative connectivity solutions. The CE 04 is scheduled to arrive in early 2022.

The following BMW Group executives will be on site and available to talk about these exciting new concepts and the overall direction of the individual brands. For more information, or to schedule an interview, please contact one of the brand representatives listed above.

- Franciscus van Meel, chairman of the board of BMW M GmbH a
- Marcus Syring, head of BMW M Design
- Oliver Heilmer, head of MINI Design
- Mike Peyton, vice president, MINI of the Americas
- Patrick McKenna, head of marketing, product, and strategy, MINI USA
- Trudy Hardy, vice president, BMW Motorrad of the Americas

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