

BMW of North America

U.S. Press Information



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BMW Dealers Support Team Red, White, & Blue as Veterans Move American Flag 1,600 Miles from Philadelphia to Chicago.

- **BMW Central Region and BMW Southern Region Dealers Will Donate \$25 for Each New Car Retailed During Month of May.**
- **Rally Stops Along the Way in Partnership with BMW North America Will Celebrate the Journey of the Flag.**

Woodcliff Lake, NJ – April 11, 2024... In tribute to the stories of America's veterans and their unwavering spirit, Team Red, White & Blue (Team RWB) Old Glory Relay is set to embark on its 10th-anniversary journey, presented by BMW of North America. The 1,600-mile event spanning from Philadelphia, PA, to Chicago, IL, is a fundraising initiative to support Team RWB, a nonprofit organization helping veterans live healthier lives through in-person and in-app events, training, and programs.

Commencing at a Philadelphia Phillies game on April 19, 2024, and culminating in Chicago with an activation around the Cubs Armed Forces Day game on May 18, 2024, each mile covered serves as a reminder that veterans' best days are ahead.

Over 30 days, participants will carry a single American flag, provided by Allegiance Flag Supply, flown by Army special operations over Operation Inherent Resolve missions in Iraq and Syria. A custom-designed BMW X7, the official vehicle of the Old Glory Relay, will follow the flag and those who carry by foot and by bike.

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"The 2024 Old Glory Relay promises to inspire and showcase on the strength and grit of America's veterans. BMW and the military community have a deep history, and BMW of North America's support for the relay again this year means a lot to all of us at Team RWB," said Mike Erwin, Executive Director of Team RWB. "Each year, we're inspired by stories and support we see on the Old Glory Relay route and we know this year will be no exception."

Along the way, rally stop events hosted in partnership with local BMW Centers will provide opportunities for celebration, community engagement, and reflection on the journey's significance. Additionally, during the month of May, BMW Centers across the Central and Southern Regions will proudly donate \$25 for each new vehicle retailed.

"Celebrating our ongoing partnership with Team RWB fills us with immense pride. BMW is honored to stand alongside America's Veterans, not only as allies and supporters but as advocates for their well-being. Through this collaboration, we are committed to forging paths of empowerment and opportunity, ensuring our veterans thrive beyond the finish line," said Broderick McKinney, Vice President, Central Region for BMW of North America.

Participation in the Old Glory Relay is open to all who wish to honor America's veterans and the values they protect. Individuals can register to run, walk, ruck, or cycle with the flag for a segment of the journey or join virtually from any location. Participants can purchase a limited edition t-shirt and exclusive water bottle.

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About Team RWB

Team Red, White & Blue (Team RWB) is the leading organization for veterans and service members seeking improved physical or mental health through a supportive community. Team RWB uniquely combines in-person and in-app experiences, offering over 18,000 annual opportunities to build a healthy lifestyle that make a real difference on veterans' well-being. For more information about Team RWB and to join their mission, visit teamrwb.org.

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; a technology office in Silicon Valley 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 assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles.

The BMW Group sales organization is represented in the U.S. through networks of 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 105 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.

Journalist note: Information about the BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com , www.miniusanews.com and www.press.bmwna.com.

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