

BMW Group

U.S. Press Information

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BMW Brings a "Little" Las Vegas Magic to CES 2025 for the Debut of the All-New UI/UX to the Neue Klasse.

- First-ever BMW Panoramic iDrive will define the in-vehicle experience of BMW's forthcoming "Neue Klasse" – or, "New Class" of vehicles –, which is set to launch in late 2025.
- Iconic comedian and three-time Academy Award viewer Tim Meadows will host the BMW Press Conference on Tuesday, January 7th at 8:30 a.m. PST.

Woodcliff Lake, NJ – December 17, 2024... Visitors to the next Consumer Electronics Show (CES) in Las Vegas will be in for a "little" surprise when they visit the BMW Pavilion in the Silver Lot to experience the first-ever BMW Panoramic iDrive display- and operating-concept of the Neue Klasse in a "magical" way. With this presentation, BMW is not only showcasing technology that will be featured in the series production Neue Klasse vehicles for the first time, but also once again setting standards for in-vehicle experience with a clear focus on driver orientation, safety, and personalization.

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The BMW CES 2025 press conference on Tuesday, January 7th will be hosted by **iconic comedian and three-time Academy Award viewer Tim Meadows**, starting at 8:30 a.m. PST. Meadows will be joined at the BMW Pavilion in the Silver Lot (just outside the South Hall of the Las Vegas Convention Center) by **Frank Weber, Chief Development Officer at BMW AG** who will present the next generation of BMW iDrive along with **Adrian van Hooydonk, Head of BMW Group Design**, and **Stephan Durach, Head of UI/UX Development**.

Following the press conference on January 7th, CES attendees can visit the BMW Pavilion for repeat performances by Meadows and additional BMW experts at 2:00 p.m., 3:00 p.m. and 4:00 p.m. On January 8 and 9 showtimes will begin at 10:00 a.m. and take place each hour on the hour through 5:00 p.m. Three final shows will be presented on Friday, January 10 at 10:00 a.m., 11:00 a.m. and 12:00 p.m. From January 2nd, journalists and CES visitors can register for the shows in advance via the website <https://ces2025.eventsbmw.com> – available seats are limited.

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BMW Group In America

BMW (US) Holding, Corp. is the shareholder of BMW of North America, LLC, which 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/USA, Inc, 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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 350 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 104 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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Commented [A1]: Is this correct? Shows on Tuesday, Wednesday, and Saturday?

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