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Dallas Marathon Announces Title Partnership Extension with BMW

Texas' longest running and largest marathon continues title partnership with global brand

(DALLAS) – The [Dallas Marathon](#) today announced a multiyear title sponsorship extension with BMW of North America and the Dallas-Fort Worth Area BMW Centers. Texas' longest running marathon and the largest annual sporting event in North Texas will continue to be known as the BMW Dallas Marathon through 2023.

“We are thrilled to be extending our title partnership with BMW for the next five years, which includes the Dallas Marathon’s 50th anniversary in 2020,” said Paul Lambert, President of the Dallas Marathon. “As one of the world’s most admired and distinguished brands, BMW has partnered with us in elevating our guest experience for the thousands of participants and spectators who travel far and wide to participate in our Marathon Weekend of Events.”

The Dallas Marathon was BMW’s first title sponsorship of a major U.S. running event when its partnership was launched in 2016. In just two years, BMW has coordinated several exclusive initiatives for BMW Dallas Marathon participants, including a chance to receive a VIP trip and entry to the BMW Berlin Marathon through its sweepstakes program. Additionally, the Dallas-Fort Worth BMW Centers work with the Dallas Marathon in coordinating a series of free 5K social runs leading up to race weekend to help promote awareness and excitement throughout the local community.

“BMW is looking forward to extending our title partnership with an iconic marathon that represents our brand very well in a major metropolitan market,” noted Craig Westbrook, VP of BMW North America. “Together, BMW and the Dallas Marathon will continue to fuel health and wellness and raise funds for the race's beneficiary the Texas Scottish Rite Hospital for Children.”

The 48th running of the BMW Dallas Marathon, Half Marathon, Ultra Marathon and SMU Cox School of Business Relay is Sunday, Dec. 9. For more information on the Dallas Marathon’s 2018 portfolio of events or to register, please visit bmwdallasmarathon.com.

About the BMW Dallas Marathon

The Dallas Marathon is a nonprofit organization with a focus on promoting health and physical fitness through running events and related activities. Dating back to 1971, the organization hosts year-round events culminating with Dallas' largest and Texas' longest running marathon: the BMW Dallas Marathon. Now in its 48th running, the marquee race attracts runners from across the globe and hundreds of thousands of spectators to Dallas' largest single-day sporting event. The BMW Dallas Marathon racecourse highlights iconic Dallas landmarks and is recognized as the official marathon of the City of Dallas. Since naming a primary beneficiary in 1997, the Dallas Marathon has donated more than \$4 million to Texas Scottish Rite Hospital for Children. For more information, visit brawdallasmarathon.com.

About BMW

BMW has a long history of supporting global endurance running events including the BMW Berlin Marathon & Tokyo Marathon – both World Marathon Majors – along with the Frankfurt, Munich, and Vancouver marathons. The BMW Dallas Marathon represents the company's first title sponsorship of a major U.S. running event.

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, 126 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.

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