

2 GRAN COUPE PREMIERE NIGHT ALL DEALERS – 1 NIGHT – FEBRUARY 26TH

Event Assets: \$1,800

- ☐ Dealer Specific Registration Website
- ☐ Email / Mail Invite Templates
- ☐ Vehicle Information Card
- ☐ Digital / Social Assets
- ☐ Vehicle Decals
- ☐ Premiere Night Playbook

Optional:

- ☐ Car Unveiling Silk Cover* - \$750 (opt.)
- ☐ Food & Beverage (TBD)

Pricing Example

Event Package Cost:	\$1,800
Food and Beverage*(est.):	\$3,000
Total Cost incl. F&B est.:	\$4,800
After Regional Subvention(20%):	\$3,840
Est. Event Cost less Co-op:	\$1,920



A NEW DIMENSION IN SPACE AND STYLE.

With four frameless doors and finely sculpted surfaces, the new 2 Series Gran Coupe delivers dynamic exterior design combined with exhilarating BMW performance.

Experience the extra space and expressive presence of this all-new BMW model – schedule a test drive today.

- 2.0-liter TwinPower Turbo engines with up to 301 hp
- Standard BMW xDrive intelligent AWD
- Frameless side windows on all four doors
- Premium interior ambiance with illuminated trim
- Available BMW Intelligent Personal Assistant
- Comprehensive driver assistance systems
- Standard 40:20:40 split-folding rear seat

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PREMIERE NIGHT PLAYBOOK



THE 2 GRAN COUPE

EXPERIENCE A NEW DIMENSION OF SPACE AND STYLE.
THE FIRST-EVER BMW 2 SERIES GRAN COUPE.

Celebrate the launch of this first-of-its-kind model at our exclusive BMW 2 Series Gran Coupe Premiere Night on February 26th.

With four frameless doors and progressive coupe styling, the new 2 Series Gran Coupe delivers dynamic exterior design combined with exhilarating BMW performance. From its TwinPower Turbo engine to its all-new illuminated interior trim, the 2 Series Gran Coupe is an exciting addition to the BMW family.

Come to this exclusive unveiling and enjoy a product presentation by our in-house BMW Genius, light food and beverage service, and more. Then experience the extra space and expressive presence of the all-new BMW 2 Series Gran Coupe for yourself!

[Learn More](#)

BMW 2 SERIES GRAN COUPE PREMIERE NIGHT
 Courtesy of **[BMW Center Name]**
 Date: Wednesday, February 26, 2020
 Time: 6:00 – 9:00 p.m.
 Location: **[Any Street, Anytown, XX 00000]**

Space is limited, so please RSVP today.

[Reserve My Spot](#)

*Pricing does not include Car Cover and est. F&B at \$3,000 = \$40 per person @ 75 attendees