

COMMERCE

## BMW i3 taps Soho House to reach affluent consumers

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*BMW i3*

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By STAFF REPORTS

BMW i is entering a global partnership with private member's club Soho House Group to spread awareness of the i3 model.

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The partnership includes providing BMW i3 vehicles at all 12 of Soho House's locations in Europe and North America for guests to drive and other activities. The affluent members of Soho House may become owners or even brand ambassadors after experiencing the BMW i3's capabilities.

The right consumer

Soho House is available in major markets in the United States and Europe and is an exclusive network that requires applicants to gain the endorsement of two existing members. Applicants can choose between either a local house or every house membership, depending on their travel preferences.

The houses are cultural centers and include restaurants, spas, gyms, bars, cinemas, lounge areas and more.



### *Little Mayfair House*

Guests at the houses will now be able to use BMW i3 for driving experiences at specific sites and cultural events.

BMW i will collaborate with Soho House on an international arts program that will appear at house locations. Both brands will also co-host events and experiences relating to contemporary art, innovation and design.



### *Shoreditch House in London*

The partnership debuted Oct. 14 at the Shoreditch House in London, coinciding with Frieze London, with a discussion between the photographer Juergen Teller and Chris Dercon on the subject of "nudity, fashion and the photographic image today." A rooftop reception followed to celebrate the inauguration.

Ultimately, the partnership will help highlight BMW's commitment to art and express its ability to supply an exclusive experience.