

AUTOMOTIVE

BMW shines a light on the history of New York's LGBTQ community

June 25, 2019



Many luxury brands are showing their support for the LGBTQ community during Pride. Image credit: Saks Fifth Avenue

By STAFF REPORTS

German automaker BMW is working with CNN in support of the LGBTQ community in a new campaign for Pride month.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

As the United States commemorates years of the LGBTQ community fighting for equal rights and more, BMW is pledging its endorsement with a fleet of Jonathan Adler-designed custom-wrapped BMW 8 Series convertibles and more activations. The automaker is working with CNN and GLAAD on these partnerships from June 27 to 30.

BMW supports LGBTQ

From 11 a.m. to 4 p.m. on June 27, BMW is sponsoring a complimentary museum experience named "Queer City: A CNN Experience." The experience puts a spotlight on a variety of important landmark moments in New York in relation to the LGBTQ movement.

An exhibit wall will feature photos from guests who have participated in its photo booth. BMW states that the photo booth represents a fixture from a time when the community was able to express their authentic selves behind the curtain of the booth.

For its GLAAD partnership, BMW is making a donation in addition to providing food, beverages, giveaways and T-shirts delivered to volunteers from a fleet of BMW X7 Sports Activity Vehicles.

The specially wrapped BMW vehicles by Mr. Adler will feature a design to celebrate Pride with a rainbow lining the car that connects on the hood in the shape of a heart.

BMW's U.S. Instagram account will document Mr. Adler's journey in one of the convertibles throughout New York. The rest of the wrapped fleet will chauffeur the grand marshals for the New York Pride Parade on June 30.

[View this post on Instagram](#)

The First-Ever BMW #8Series Gran Coupe can be summed up in one word: Stunning. Get ready for luxury like you've never seen before. Link in bio.

A post shared by BMW (@bmwusa) on Jun 18, 2019 at 3:06pm PDT

BMW will wrap its new 8 series for Pride

Luxury brands are looking to make the LGBT+ community feel welcomed and supported through special partnerships, events and merchandise as Pride Month is under way.

As consumers become more likely to support brands with like-minded values, luxury brands are becoming more vocal of their support of the LGBT+ community. This June marks the 50th anniversary of the Stonewall Inn Uprising in New York, bringing more gravity to the annual celebrations ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.