

SBE Hotels Partnership with BMW Offers Perks for Guests, Drivers

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LOS ANGELES Guests of SBE Hotel Group and owners of BMW automobiles will each receive perks through a new partnership between the two companies.

As the official car of SBE, guests at SLS Hotel at Beverly Hills and The Redbury at Hollywood & Vine will enjoy access to BMW's latest models in the form of chauffeured courtesy vehicles, while new BMW owners throughout Southern California will benefit from special offers and experiences across SBE's portfolio.

At SLS Hotel at Beverly Hills, guests can experience BMW's new ActiveHybrid 750Li—the world's fastest street-legal hybrid—while Redbury guests can choose from that or the 550i Gran Turismo.

Meanwhile, BMW owners in Southern California are eligible to participate in the SBE Preferred Partners loyalty program. In addition to customized experiences at SBE's hotel, nightclub and restaurant venues, loyalty program members have access to unique offers, special hotel rates, members-only events and more.

“Our partnership with BMW and the availability of these exquisite vehicles is another example of how SBE provides our hotel guests with an exclusive ‘keys to Los Angeles’ approach to hospitality,” says SBE Hotel Group President Arash Azarbarzin. “This relationship will be invaluable as we continue to evolve SBE's brands into new markets, where we can leverage the sophistication and versatility of BMW's entire vehicle portfolio.”