

Media Information
14 May 2013

“Driving the Next Movement” - BMW Group campaign for a revolution in mobility

BMW Group pioneers a new direction with BMW i

Munich. With BMW i, the BMW Group is providing answers to the economic and environmental challenges of a changing world. The new international campaign highlights famous, historically-significant revolutions and draws a similarity to the pioneering character of BMW i. Print ads, internet banners and social media advertising direct viewers to an online video with nine different features showing BMW Group employees in the context of their work for BMW i, as well as e-mobility users. The features showcase various aspects of BMW i, such as the use of sustainable materials, or answer frequently asked questions – such as an electric vehicle’s range. The images and language used in the campaign are based on the same format as the BMW Group sustainability campaign and integrated with BMW i brand and product communications.

The BMW Group’s “Driving the Next Movement” campaign is also taking a new direction. “The BMW Group’s vision is to shape the mobility of the future. With our clear focus on premium, sustainable mobility, we, as a company, drive change and are providing innovative solutions,” says Bill McAndrews, Vice President Communications Strategy, Corporate and Market Communications at BMW Group. “For these reasons it is a BMW Group campaign, highlighting how our employees contribute to revolutions, large and small, through their day-to-day work,” McAndrews added.

BMW i will reach out to new target groups for the BMW Group and position the BMW parent brand even more clearly as a sustainable, future-oriented brand. BMW i is revolutionising people’s understanding of mobility with an holistic approach based on customised vehicle concepts with unique design, sustainability throughout the value chain and complementary mobility services.

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The campaign started on 13 May 2013 with the first print ads.

Creative concept and implementation: Interone, Munich

Film production: TVT, Munich

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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