



Media Information
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BMW Group DesignworksUSA creates a fascinating vision for innovative travel.

Development project commissioned by Boeing Business Jets: Three-dimensional design concept unleashes a new era in the interior design of long range aircraft.

Munich. Unlimited freedom, luxurious mobility, unparalleled exclusivity – thanks to the interior design concept developed by BMW Group DesignworksUSA for a Boeing 787 Dreamliner, individual travel could soon take on a new dimension. The global design consultancy, which is based in Los Angeles, Munich, and Singapore and is a subsidiary company of the BMW Group, has with its conceptual design commissioned by Boeing Business Jets once again demonstrated its innovative expertise in the field of transportation design. The long-haul aircraft interior design developed by BMW Group DesignworksUSA forges a unique link between diversity and modern luxury tailor-made to individual requirements. Thanks to the innovative three-dimensional concept for the interior space, the dream of flying has achieved new levels in terms of exclusivity. For its – still fictitious – owner, the jet would become a place for inspiration and self-realization.

Boeing Business Jets used the concept developed by BMW Group DesignworksUSA as a marketing tool to draw potential clients' attention to the benefits of its fleet of wide-bodied aircraft comprising the models 777, 787 Dreamliner and 747-800. Consequently, the design proposals were permitted to deliberately extend beyond traditional regulated limitations.

People who regard the world as their home have specific demands on the style of their environments. They aspire to express their individuality even when travelling. As a result of this unique interior design conceived for approximately 19 passengers, the Boeing 787 Dreamliner is transformed into a superlative mobile working and living space. The designers have given special consideration to the needs of highly discerning travellers to whom an aircraft is not solely a means of transport, but also a place to live and express their own individual personality.

The ideal daily routine in which office duties, caring for guests, relaxing, and

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recuperating prior to starting another busy day and after landing at a destination were key design objectives.

The concept for the Boeing Business Jet developed by BMW Group DesignworksUSA does not merely provide an office featuring state-of-the-art communication technology. Over and above the concept includes an exclusive leisure environment created for the international business traveller to rejuvenate and enjoy some quiet time. From the desk the traveller's eyes may wander through the electro chromatic glass enabling a glance throughout the main lounge with the cocktail bar in the foreground. A fully equipped gourmet kitchen and a big-screen theatre are also at his or her disposal. An elegantly furnished master suite is available for the owners usage and there is two spacious guest suites for fellow passengers. A fitness centre, sauna and wellness facilities are located on the lower level of the passenger area.

The concept developed by BMW Group DesignworksUSA also provides enhanced mobility. A section of the cargo hold is reserved for vehicle transportation. As a result, no matter where in the world the Boeing 787 should land for a stopover, seamless transition to mobility on the road is guaranteed.

The basis of the concept implemented by BMW Group DesignworksUSA was the vision of combining individual lifestyle with the unlimited freedom of travelling. This included the key factor comprising the endless possibilities reflected in the interior space. Thanks to a three-dimensional design concept that replaces the traditional structure normally found in conventional aircraft, lateral usage of space is complemented by a multi level vertical experience giving Boeing 787 conceived by BMW Group DesignworksUSA a predominantly open-spaced atmosphere in which even longer flights become a stimulating experience. With vertical lines and a high degree of transparency – right down to a glass floor that provides a view onto the vehicles parked in the cargo hold below – an environment characterized by unlimited possibilities has been created.

With the partitioning of the cabin into different horizontal levels, an entirely new dimension in travel has been achieved. Through the inclusion of part of the cargo hold, it was possible to increase the space occupied by passengers during their stay on board. The result is a feeling of spaciousness far superior to the conditions that prevail on conventional commercial aircraft. This is enhanced by elegant and distinctively designed fittings featuring bright, high-grade materials, state-of-the-art

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technology and architecturally sophisticated details. Travelling on board an aircraft boasting such a design would no longer be simply a phase on the way to a certain destination, but an experience during which all senses are activated. By rendering this means of transport itself the center of daily routine, the designers have lifted the barriers between travelling and arriving at a destination.

BMW Group DesignworksUSA has made a name for itself internationally not only through the creation of innovative concepts for the transportation and automotive sector. The BMW Group subsidiary has at its disposal diverse and cross-functional expertise in the field of design strategy, design research, brand communications, color and materials, product development, 3D modelling, and engineering. Parallel to its activities for the BMW Group, the global design team produces work for a large number of well-known clients working in the field of transportation, consumer electronics, IT, medical, consumer packaged goods, and lifestyle. When developing and implementing design concepts, priority is given not only to the strengthening of long-term brand values, but above all to the understanding of the desires and needs of consumers.

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