

**Media Information**

04 September 2018

## **BMW World of Passion and Joy – Our Success Story.**

- **More than 18,000 visitors experienced BMW World.**
- **Launch of First-ever BMW i8 Roadster.**
- **Asia Pacific Premier of Exclusive BMW Z4 First Edition.**

**SINGAPORE** – BMW Group Asia concluded the ‘BMW World of Passion and Joy’ with resounding success after hosting more than 18,000 visitors at the Suntec Singapore International Convention and Exhibition Centre from 24-26 August 2018.

“For the third time since 2010, BMW Group Asia proudly brought to Singapore a motoring event to remember,” said Christopher Wehner, Managing Director, BMW Group Asia. “By uniting the past, present and future of both BMW and MINI brands under one roof, we successfully provided visitors an opportunity to experience our brand and products in an entertaining and dynamic way. I hope everyone who visited BMW World left with a greater passion for the BMW and MINI brands and long-lasting memories.”

Throughout the 4,220 sqm event space, BMW Group Asia featured more than 30 vehicles, including heritage cars, the latest available models, and a much anticipated concept car. Visitors were also treated to breath-taking bike stunt performances by Igor Obu, experienced a visionary world of BMW with the Virtual Reality technology, and had the opportunity to test drive more than 30 BMW and MINI models, including the latest iPerformance plug-in hybrid electric vehicles.

At the motoring event of the year, BMW Group Asia launched the First-ever BMW i8 Roadster, the All-new BMW X4 and the new BMW 2 Series Active Tourer and Gran Tourer. The Company proudly premiered the exclusive All-new BMW Z4 First Edition in Asia Pacific for the first time and showcased the All-new BMW 8 Series, the BMW Concept X7 iPerformance, the All-new BMW M2 Competition and the new BMW i3s REx.

For the growing number of MINI fans, visitors were invited to explore five unique chapters in The MINI Story, including Creative Solutions, MINI In Design, Personalities, Makers, and Personalisation. They were also treated to the vibrant Designer Mini by Paul Smith, one of three Designer Minis presented by Rover as part of Mini's 40th anniversary in 1998.

On the afternoon of 24 August, BMW Group Asia kicked off the event by welcoming nearly 300 exclusive corporate partners, VIP guests and government representatives, including Her Excellency, Ms. Margriet Vonno, Ambassador for the Netherlands, to experience BMW World for the first time. In order to engage with business leaders and some of the sharpest minds across various industries, Jessica Cheam, Managing Director, Eco-Business, moderated a thought provoking panel discussion on why sustainability is the new frontier in innovation. Panelists included:

- NILS MICHAELIS, Innovation Lead, Products Operating Group, Asia Pacific, Africa, Middle East & Turkey, Accenture
- MIKKEL BILYK LARSEN, Managing Director, Chief Sustainability Officer, DBS Bank
- ALEXANDER KOTOUC, Head of Product Management BMW I, BMW Group
- GOH CHEE KIONG, Head, Strategic Development, SP Group

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

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