

Media Information

24 August 2018

BMW World of Passion and Joy comes to Singapore. The All-new BMW Z4 First Edition showcases in Asia Pacific for the first time.

SINGAPORE – BMW Group Asia is excited to bring ‘BMW World of Passion and Joy’ to the Suntec Singapore International Convention and Exhibition Centre from 25-26 August 2018.

Visitors will have an opportunity to experience the BMW and MINI brands like never before by seeing first-hand the latest models by both brands, getting up close with BMW heritage cars, exploring The MINI Story, or enjoying a variety of performances and interactive activities throughout the two-day event.

“BMW World of Passion and Joy is the motoring event of the year in Singapore as we aim to unite the past, present and future under one roof,” said Christopher Wehner, Managing Director, BMW Group Asia. “We are excited to welcome visitors to experience this unique brand journey through fascinating exhibitions, performances and activities that will guarantee lasting memories for all ages. In addition, for the first time in Singapore, we’re launching at once four new models and showcasing an additional three models, including the much anticipated All-new BMW Z4 First Edition. I’m excited to say this is the very first Asia premier of the vehicle that was only revealed yesterday at the Pebble Beach Concours d’Elegance in Monterey, California.”

Key highlights of the event include:

Launch of the First-ever BMW i8 Roadster.

Set your eyes on the First-ever BMW convertible plug-in hybrid that can go from 0-100km/h in 4.6 seconds.

Launch of the New BMW 2 Series Active Tourer and Gran Tourer.

Make the city your personal playground. Equipped with a new dual-clutch transmission, the New BMW 2 Series Active Tourer and Gran Tourer bring pulse-racing performance to the roads.

Updated with Sport line exteriors, new sport seats, black panel instrument display and an electronic gear selector, they impress at all angles.

Launch of the All-new BMW X4.

Take your passion for driving even further with the All-new BMW X4. Powered by xDrive for uncompromised all-weather and all-terrain capability, this Sports Activity Coupé flaunts its new wider stance, M Sport suspension and variable sport steering to conquer every road.

Showcase of the New BMW i3s REx.

Showing the way ahead to a new era of mobility, the New BMW i3s REx possesses a higher output, model-specific chassis technology, noticeably more dynamic driving qualities and design features all of its own. It generates an intense blend of the unrivalled sporty driving pleasure associated with electric cars from the BMW Group.

Showcase of the All-new BMW Z4 First Edition.

Dynamic, progressive and an irresistible purveyor of thrills, the All-new BMW Z4 First Edition boasts lithe and compact proportions, a dynamic silhouette and an emotionally appealing use of forms. It encapsulates the BMW Group's vision of a modern roadster.

Showcase of the All-new BMW 8 Series.

BMW presents the redefinition of the sports car. The All-new BMW 8 Series combines imposing lateral and longitudinal dynamic performance with poise, assurance and luxury over long distances.

Showcase of the All-new BMW M2 Competition.

Not for the faint hearted, the All-new BMW M2 Competition has its racing DNA factored into every detail. With the roar of its new bi-turbo inline 6-cylinder engine, it goes from 0-100km/h in just 4.2 seconds. Born to excite, it boasts new M Mirrors, a redesigned kidney grille, new M alloy wheels, M Sport bucket seats and an illuminated M2 badge.

Showcase of the BMW Concept X7 iPerformance.

First unveiled at the IAA Cars 2017 show in Frankfurt, the BMW X family's new top model extends BMW's offering in the luxury class.

BMW Heritage cars.

Take a closer look at a select number of BMW heritage cars that have defined the BMW Group from as far back as the mid-1950s. BMW heritage cars include the BMW M5 (E39), BMW M3 CSL (E46), BMW 327 Sports Cabrio and the cherished Isetta.

BMW models available for test drives.

Get behind the wheel of one, or many, of the latest BMW models throughout the weekend. You'll be able to experience everything from the BMW 2 Series all the way to the BMW 7 Series, the BMW i3 and the BMW X models.

Exciting bike stunt performances.

Watch Igor Obu, professional mountain bike stunt man, attempt some of the most thrilling manoeuvres you've ever seen throughout the two-day event.

Virtual Reality Experiences.

Use Virtual Reality technology to immerse yourself in a visionary world of BMW. Get behind the wheel and poke around the vehicle's nooks and crannies like you're never done before.

The MINI Story.

For the growing number of MINI fans, visitors are invited to explore five unique chapters in The MINI Story, including Creative Solutions, MINI In Design, Personalities, Makers, and Personalisation. As you stroll through the chapters, you'll have a chance to take personalisation to the next level and create something of your own, walk away with a memento from the MINI photo booth, and explore the past in the Alec Issigonis design studio.

Designer Mini by Paul Smith.

Check out the vibrant Designer Mini by Paul Smith, one of three Designer Minis presented by Rover as part of Mini's 40th anniversary in 1998. Taking the inspiration for his design from the stripes characteristic of his 1997 collection, the car was eventually sprayed with 86 stripes in 26 colours.

A variety of kid's activities will also be ongoing throughout the event, such as:

BMW World Passport.

Children are invited to explore the various zones to collect stamps for their exclusive BMW World Passport and receive a BMW pull-back car as a souvenir.

Kid's Circuit.

Children ages 1 to 5 can awaken their inner racer by test riding the BMW Baby Racers, BMW RS1200 GS Pedal and JCW Go-Kart. Children ages 18 months to 3 years will also have the opportunity to participate in an actual race. The child with the fastest time clocked will get to bring a BMW Baby Racer home!

Null Space Robotics Competition.

Children ages 8 and above are welcomed to take part in a one-hour programme that includes an introduction to educational robotics and putting that knowledge to use through a kart race.

Become a Junior Reporter.

For children ages 7 to 12, find out what it takes to be a reporter (1 hour session in collaboration with SPH). Spots are limited to 15 children per session, so get there early and sign up!

Additional event information is below:

Venue:	Suntec Singapore International Convention and Exhibition Centre Level 4, halls 403 and 404
Date & time:	Saturday, 25 Aug & Sunday, 26 August from 10am to 10pm
Tickets:	Tickets go on sale 1 July 2018 at www.sistic.com.sg Adult: S\$20 Children aged 17 years old and below: Free For more information on ticketing and promotions, please visit: http://bit.ly/BMWWorldTicketPromos * Pre-register with your ticket number for faster access on the event day.
Lifestyle Offer:	Enjoy S\$20 off your favourite BMW or MINI Lifestyle Collection products when you spend a minimum of S\$100 nett in a single invoice*. * Terms and conditions apply.
Nearest MRT:	Esplanade (1 min walking CC 3) Promenade (2 min walking CC 4 DT 15) City Hall (10 min walking NW 25 EW 13)
Event Website:	www.bmwworld.com.sg #BMWWorldSG

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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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