

Media Information

15 November 2022

BMW captivates Orchard Road with highest digital billboard in Singapore.

THE 7 comes to life through sight and sound like never before.



Singapore. BMW Asia, in a special collaboration with the Orchard Road Business Association (ORBA), has taken over the Mandarin Gallery (side wall) digital billboard to engage audiences and allow them to experience the new BMW 7 Series like never before. At 100m in height above street level, and 18m in width, this is the highest billboard in Singapore today and is in the heart of Orchard Road, the city's world-renowned shopping district.

From 1 to 30 November, 7pm to 10pm daily, audiences as far as 1 km away will experience a 45 second or 90 second journey through the 7 Series and its latest innovations. Using

augmented reality (AR) technology, the audience can also participate in various social media contests and experience exciting aspects of the 7 Series.

LUXURY IS IN THE EYE OF THE BEHOLDER

From 1 to 15 November, snap a picture or video of one or more elements of THE NEW 7 that elevates luxury and share it on Facebook or Instagram. Include @BMWSingapore and #ThisIsForwardism in the caption and stand a chance to be one of the 77 lucky winners to walk away with a S\$100 Great Christmas Village Fun Card*.

CATCH THE LUXURY

From 16 to 30 November, watch the BMW showcase of THE NEW 7 on the Mandarin Gallery (side wall) digital billboard with the AR app (PopAR). Look out for the luxurious crystals raining during the show and start catching as many as you can by screen-grabbing them. Share it on Facebook or Instagram and include @BMWSingapore and #TheNextLevelofLuxury in the caption to be one of the 77 lucky winners to walk away with a S\$100 Great Christmas Village Fun Card*.

*Please visit to <https://christmas.orchardroad.org/event-highlights/> for more details.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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