

Media Information

17 November 2023

BMW to showcase colour-changing E Ink technology at Waterway Point.

Groundbreaking innovation seen on BMW iX Flow and BMW i Vision Dee.

Singapore. BMW Asia is excited to welcome Munich-based Dr Stella Clarke, Research Engineer, Open Innovations, BMW Group, to the Circle Of Joy showcase at the West Wing Village Square of Waterway Point, where she will be part of a panel discussion to talk about her experiences with today's latest technology on 18 November, from 2pm to 3pm. Dr Clarke led her team to create the colour-changing capabilities of the BMW iX Flow and BMW i Vision Dee.

"After showcasing the BMW i Vision Dee for the first time in Southeast Asia earlier this year at BMW Joy Electrified at Suntec City, we are delighted to have Dr Stella Clarke share her insights with us in person," said Lars Nielsen, Managing Director, BMW Group Asia. "Dr Clarke has continuously pushed the boundaries of automotive personalisation, and we cannot wait to see how far her vision will bring the BMW Group into the future. This is a reminder to us all that if you can dream it, you can be it!"

E Ink technology.

Following the spectacular debut of the BMW iX Flow featuring E Ink at CES 2022, the BMW Group unveiled a full-colour version of the E Ink technology on the BMW i Vision Dee at CES 2023.

BMW i Vision Dee, rather than simply alternating between black and white, showcased a multi-coloured, fully variable and individually configurable exterior. An ePaper film from the BMW Group's cooperation partner, E Ink, is applied to the body to create this magical display of colour. Up to 32 colours can be displayed.

The body surface of the BMW i Vision Dee is divided into 240 E Ink segments, each of which is controlled individually. This allows an almost infinite variety of patterns to be generated and varied within seconds. The laser cutting process used to trim the films and the electronic control design were developed in partnership with E Ink. The adaptation of this technology for curved surfaces and the programming of the animations, were developed by BMW Group's in-house engineers – enabling a form enabling a form of customisation that is unique throughout the automotive sector worldwide.

During the panel discussion, Dr Clarke will be showcasing samples of the E Ink panels from the BMW iX Flow and BMW i Vision Dee.

Circle Of Joy.

At Circle Of Joy, visitors can view the latest range of BMW i models like the BMW i5, BMW i4, BMW iX3, and BMW iX, and Category A COE models like the BMW 2 Series Active Tourer, and BMW X1 until 19 November 2023, 10am to 10pm daily.

Visitors who purchase a BMW during the roadshow will enjoy special interest rates, and a chance at the Sure-Win Grab Machine where prizes like the latest iPhone 15 and \$300 to \$900 vouchers are exclusively available¹.

Magic Slider.

Activities for children will be available as well, with a special magic slider activity kit, where they can choose a stencil of their favourite BMW to colour in, decorate, and take home.

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¹ Customers must purchase a BMW with BMW Financing by DBS Bank with min. \$80k loan and 5 years and above loan tenor OR take up BMW Leasing with GBCR or SDS to be eligible for the Sure-Win Grab Machine.

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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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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