

Media Information

7 August 2025



BMW lights up BMW ConnectedDrive with festive salute to Singapore.

Exclusive greeting celebrates national pride, shared progress and BMW's enduring partnership with the nation.

Singapore. BMW Asia has a special surprise in store for Singapore drivers this August. From 1-31 August, a specially designed festive animation can be played on the vehicle display to celebrate Singapore's remarkable journey from independence to the vibrant, modern city it is today, and to commemorate BMW Group Asia's 40th anniversary. This animation is accompanied by a festive background track and uniquely orchestrated ambient lighting sequence in red and white. BMW owners across Singapore with suitably equipped vehicles* will see this greeting simply by clicking on the custom icon available on the BMW iDrive system.

"Following the creation of the BMW i7 Singapore Icons, the festive animation is an extra special touch for our customers in Singapore as we continue to honour the Nation's independence," said Lars Nielsen, Managing Director, BMW Group Asia. "This exclusive greeting is a celebration of national pride, shared progress, and BMW's enduring partnership with the nation. Furthermore, it demonstrates our commitment to innovation and creating connections with the BMW community in Singapore."



The animation begins in black and white with a BMW i7, inspired by the recent BMW i7 Singapore Icons, driving across Anderson Bridge. As the BMW drives past buildings and shophouses that were built prior to 1965, they go from black and white to colour, signifying movement into modern times.

The next scene showcases on the BMW i7's windscreen and panoramic glass roof the reflection of the Singapore Changi Control Tower and a plane passing by, highlighting the aviation sector as a key pillar of Singapore's economy. The day turns to dusk, whilst illustrating the Merlion at the Singapore River, and dusk turns to night, with the BMW i7 driving past Gardens by the Bay Supertrees to showcase another one of Singapore's iconic landmarks.



The final scene shows the city backdrop with five icons that are visible on Singapore's city skyline – the Singapore Flyer, Gardens by the Bay Supertrees, Marina Bay Sands, ArtScience Museum and Merlion – ending off with "Happy Birthday Singapore."

Non-BMW owners can also view the animated greeting on BMW Singapore social media channels (Instagram - <https://www.instagram.com/bmwsingapore/> / Facebook - <https://www.facebook.com/BMWSingapore/>) on National Day itself.

*Available only to BMW owners in Singapore with BMW ConnectedDrive capabilities and BMW Operating System 7, 8, 8.5, and 9.

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The BMW Group

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In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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