

Media Information
25 August 2014

BMW Brand Store in Brussels earns Iconic Award 2014

Interior concept wins German Design Council's Iconic Award 2014 in the category "Interior Design Retail – Best of Best"

Munich. The BMW Brand Store in Brussels, which opened in March 2014, has been honoured by the German Design Council with the Iconic Award 2014 in the category "Interior Design Retail" ("Best of Best").

BMW Brand Stores are an element of the BMW Group's Future Retail programme, which aims to enhance the customer experience and set new retail standards in the automotive industry and beyond. It is part of the BMW Group's response to changing customer needs and expectations.

"Brands have to be experienced," says Dr. Steven Althaus, head of Brand Management BMW and Marketing Services BMW Group. "Conventional showrooms are giving way to platforms which encourage communication and enable experience. Our interior concept combines architecture, design and technology to create a new form of brand presence. This fundamental vision of successful modern presentation has now been recognised by the Iconic Awards."

The approx. 1,500 m² Brand Store in Brussels refines the existing BMW architectural language to showcase the brand in appropriate style, utilising innovative exhibits and interactive media. The interior of the Brand Store conveys the dynamism and aesthetic appeal of the brand in an authentic manner. The attractive design of the exhibition space invites visitors to linger, while the latest presentation technologies encourage interaction with products and brand. Visitors are able to visualise the configuration of a vehicle on an oversized screen called the Virtual Product Presenter (VPP), for example.

Regularly changing exhibitions with different themes and installations provide insights into the different worlds of the BMW brand. More than 50,000 people have visited the Brand Store in Brussels since it opened in March 2014 with the "BMW i – eMobility" exhibition. The current "M Power & Motorsport" exhibition, which runs until early September 2014, has proved another success.

The interior design concept and initial exhibition for the Brand Store in Brussels was developed in collaboration with becc agency GmbH.

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The Iconic Awards 2014 is an international architecture and design competition that recognises visionary architecture, innovative products and sustainable communication from all fields of architecture, the construction and property sectors and the manufacturing industry.

If you have any questions please contact:

BMW Group Corporate Communications

Daria Gotto-Nikitina, Corporate Communications, Spokesperson Marketing and BMW Welt
Daria.Gotto-Nikitina@bmw.de, Tel.: +49-89-382-14908, Fax: +49 89 382-24418

Emma Begley, Corporate Communications, Business and Finance Communication
Emma.Begley@bmwgroup.com, Tel.: +49 89 382 72200, Fax: +49 89 382-24418

Nikolai Glies, Head of Business, Finance and Sustainability Communications BMW Group
Nikolai.Glies@bmw.de, Telephone: +49 89 382-24544, Fax: +49 89 382-24418

Media website: www.press.bmw.de
Email: presse@bmw.de

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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