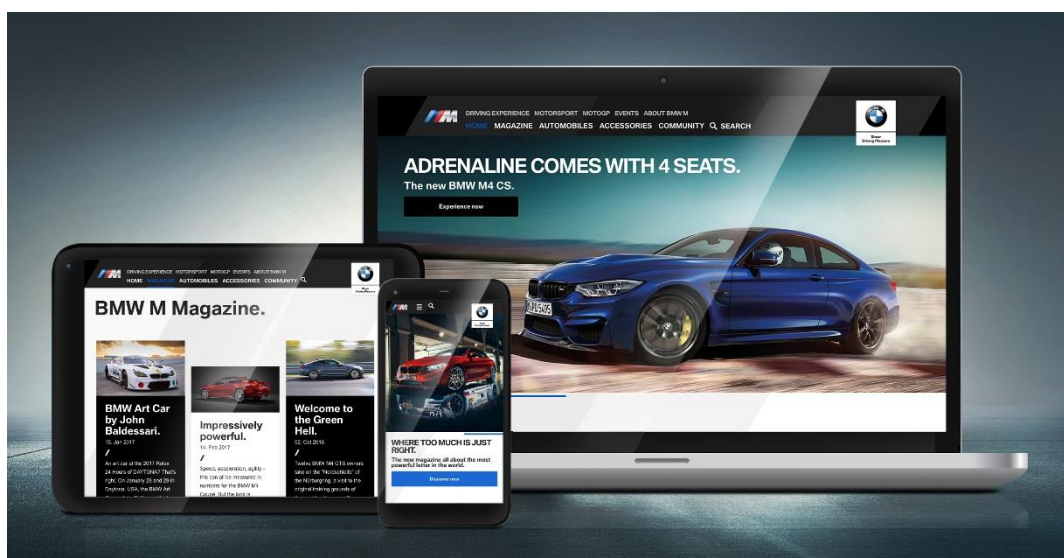


Media Information
2 May 2017

BMW-M.com: The new home of the most powerful letter in the world

New global website for BMW M sub-brand goes live with major digital campaign focusing on social media



Munich. BMW M is launching the new BMW-M.com as the online home of the dynamic BMW sub-brand. The website will provide exciting brand and product content with fascinating insights into development and technology, as well as an exclusive community for all drivers of BMW M and BMW M Performance automobiles. The launch of the new website will be accompanied by a major digital campaign.

“The new BMW-M.com is our central international contact point for the BMW M brand. We are addressing a broad audience, ranging from potential customers to fans to owners of M vehicles,” explains Peter Quintus, Vice President Sales and Marketing BMW M GmbH. “In this way, we will be able to reach a large, international target group and continue the growth trajectory of BMW M GmbH.”

Extraordinary content and emotional products.

The website follows a clear, intuitively logical structure: The BMW M Magazine provides an exciting glimpse into the world of BMW M, while one-pagers introduce the BMW M models, BMW Individual and BMW Driving Experience events. The exclusive M Community area offers additional content and functions for M drivers.

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The new website uses a modern layout with large-format images and clearly-structured content tiles. The responsive design has been optimised to reflect the increasing use of mobile devices for media viewing.

The BMW M Magazine publishes several new articles per week, with exciting content and information relating to BMW M. It starts out with 40 articles for the launch of the new BMW-M.com. A wide range of different topics are covered, from vehicle design highlights to interactive video tutorials on product features to exclusive interviews and responses directly from BMW M GmbH development.

The BMW M models themselves are described in detail on their respective one-pager. Technical tiles provide information on performance, technology and product features. Elaborate 3D renderings allow the BMW M engines to be inspected from all angles. The obligatory sound check with original audio recordings of engine sounds and five plus-points for each model round off the emotional positioning.

The new BMW-M.com not only serves as the gateway to the world of BMW M, but also as a platform for uniting M drivers around the globe. From summer 2017, all owners of a BMW M or BMW M Performance automobile will be able to access an exclusive community area by entering their vehicle number. Here, they can create a profile, park their M vehicles in the virtual garage and communicate with other M fans in the forum or via chat. All members also have the opportunity to participate in exclusive dialogue formats with BMW M GmbH experts.

BMW-M.com. “Where too much is just right”.

The launch of the new BMW-M.com will be accompanied by a far-reaching online campaign: <https://www.bmw-m.com/TOO-MUCH>

“The idea of the campaign is quite pure. M cars are polarising – BMW M is non-conformist, unconventional and always has its own style. For some people this may seem ‘irrational’, but it is precisely this passion that makes the BMW M brand so inimitable and unique to its fans,” according to Dominique Gargiulo, head of Marketing Communications BMW M, BMW Individual, MotoGP.

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The new [BMW-M.com](https://www.bmw-m.com) presents itself as a future meeting place for like-minded people. The slogan “The all-new BMW-M.com. Where too much is just right.” fits this approach perfectly.

The campaign will initially get underway with a series of online films. From a father teasing his son, a likeable wedding guest running a little late or a BMW M4 GTS with a built-in roll cage that makes it less than ideal for a mother-in-law’s taxi-ride, the films provide a playful insight into the character of BMW M.

<https://youtu.be/57H0c0JW0tM>

In addition to original storytelling, BMW M is relying on the organic reach of its fans. The central element here are the M statements. These are visuals with a large centrally-positioned line of text, such as “[too loud]”. The text takes a comment about M automobiles and turns it into a compliment. What is too loud for some is precisely what appeals to BMW M fans. The campaign employs many variations on this theme for its social media communications. Further examples include “[too complicated]”, “[too powerful]” and “[too low]”.

<https://youtu.be/dyPzwLI5No>

From early June, fans will be able to share their own pictures with various “M statements” via social networks. The campaign will achieve additional distribution via #BMWM in this way.

“With our [BMW-M.com](https://www.bmw-m.com) online communications, we are showing how creative storytelling with humorous content can attract people from social networks,” explains Lothar Schupet, head of Sales Management, Marketing and Exclusive Customer Care BMW M GmbH. “The new [BMW-M.com](https://www.bmw-m.com) and our fresh, young campaign form the ideal basis for us to reach out to new target groups and help BMW M continue to grow.”

The digital communications offensive is another key element in the profitable growth course of the BMW M sub-brand. With a broad product portfolio from BMW M2 to BMW M6 and BMW M140i to BMW M760Li xDrive, as well as exclusive special models, sales of M and M Performance models have more than tripled over the past ten years. The BMW Group is therefore very successful in the high-margin high-performance segment.

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Participating agencies:

Content – Jung von Matt / Next Alster, Hamburg

Online – Hi-ReS, Berlin

Social media - Torben, Lucie und die gelbe Gefahr (TLGG), Berlin

Production – BigFish Filmproduktion, Berlin

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax 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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