

Media Information
28 February 2020

Virtual World Premiere of BMW Concept i4

- BMW Group presents alternative for the programme at Geneva International Motor Show 2020
- Digital Press Conference with Oliver Zipse

Munich. Due to the current situation, the Geneva International Motor Show 2020 has been canceled. While we certainly understand this decision, we also regret that the fair cannot take place as usual.

The BMW Group will carry out the program planned for Geneva including the world premiere of the BMW Concept i4 at a digital press conference with CEO Oliver Zipse in Munich at the originally scheduled time (**Tuesday, March 3, 2020, 8.15 a.m. CET**) and broadcast it via live stream. Further details concerning the live broadcast will follow as soon as possible.

In case of queries please contact:

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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