



Media information  
31 March 2023

**Naomi Campbell becomes co-creator for the launch communication of the first BMW XM.**

+++ BMW M wins over British model as protagonist for the worldwide launch of the BMW XM under the motto "Dare to be You"  
+++ Extravagant high-performance model designed by Naomi Campbell will be presented in the course of 2023 +++

**Munich.** The launch communication for the new BMW XM (fuel consumption combined: 1.7 - 1.6 litres/100 km; combined power consumption: 34.5 - 33.0 kWh/100 km; combined CO<sub>2</sub> emissions: 39 - 35 g/km according to WLTP; data according to NEDC: - ), the first high-performance automobile with M HYBRID drive will be launched by BMW together with strong, independent and self-confident creative partners. First and foremost: Naomi Campbell, model, actress, cultural innovator and one of the most influential figures on the international fashion scene over the past four decades. With her as co-creator, the worldwide communication for the market launch of the BMW XM under the motto "Dare to be You" focuses on a new dimension of self-confident presence, expressive lifestyle and assured individuality. The first BMW XM not only makes an extravagant design statement, but is the pioneer of maximum performance with electrified drive at the same time.

"The BMW M slogan 'Dare to be You' immediately appealed to me because it describes exactly the confident attitude that is necessary for progress and positive change," says Naomi Campbell. With her strong sense of aesthetics and design, she will be instrumental in the upcoming projects. As a further highlight of this cooperation, a one-off model of the BMW XM designed by her will be presented in the course of 2023.

A timeless icon and committed champion of social change, Naomi Campbell belongs to that select circle of catwalk stars for whom the term supermodel was invented. To this day, the British-born daughter of Jamaican parents uses her presence at international fashion shows to advocate for more diversity in the fashion business. That is why she is still considered to be a pioneer for the next generation of emerging talents in the creative and fashion scene.

Parallel to her career on the catwalks of haute couture, Naomi Campbell has long been successful as an actress, designer and entrepreneur. In addition, she

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supports a variety of charities, including its new EMERGE initiative to promote the creative talents of tomorrow, which in 2022 focused in particular on the next generation of cultural talent on the African continent, as well as UNESCO. "Naomi Campbell is a woman who goes her own way unswervingly and has become not only a unique supermodel but also a fascinating personality," says Jens Thiemer, Senior Vice President Customer and Brand BMW. "There are few people who can identify with the motto 'Dare to be You' as strongly as she can."

The BMW XM will make its debut on global automotive markets in spring 2023 to create a sensation with its expressive design and powerfully characterful interior with M Lounge in the rear as well as its stunning performance. BMW M GmbH combines a spectacular vehicle concept with pioneering drive technology with the independently developed Sports Activity Vehicle, available exclusively as a BMW M automobile.

Adapted from endurance racing and used for the first time in a production model, the BMW XM's M HYBRID drive generates a system output of 480 kW/653 hp. As a special BMW XM Label Red model (fuel consumption combined: 1.7 - 1.6 litres/100 km; combined power consumption: 34.5 - 33.0 kWh/100 km; combined CO<sub>2</sub> emissions: 39 - 35 g/km according to WLTP) and with a maximum output of 550 kW/748 hp, it will even become the most powerful series-production vehicle ever approved for road use in the 50-year history of BMW M GmbH from autumn 2023.

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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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