

Media Information
18 March 2013

New sound logo for BMW brand

Dynamic melody as new BMW recognition feature

Munich. A dynamic melody will serve as the BMW brand's future audio calling card. With its innovative mix of sounds, the new sound logo has a particularly strong recognition value. At the same time, its brand-specific soundscape underlines BMW's innovative power and dynamism. The new sound logo will play at the end of future advertising commercials on TV and radio, as well as all BMW product and brand films. It will be introduced worldwide in 2013 and used in each country's national brand communications. Rollout will begin in mid-March in the French and the UK market.

Joachim H. Blickhäuser, head of Corporate and Brand Identity at BMW Group: "Acoustic elements are an important aspect of the BMW brand appearance. As part of the evolution of our acoustic branding, we are replacing the "double gong" used for the past 14 years with a new sound logo, which gives the brand a distinctive modern, aesthetic and dynamic recognition factor and can be used in many different ways worldwide."

The logo comprises various sound elements representing different aspects of the BMW brand identity, which unfold their full effect in a finely-tuned composition. Reverse technology is used to play sound elements forwards and backwards in a way that symbolises flexible mobility. The melody is introduced by a rising, resonant sound and underscored by two distinctive bass tones that form the sound logo's melodic and rhythmic basis. The sound builds towards a shimmering, sophisticated finish. This combination of different elements represents the joy of progress, of dynamism and Sheer Driving Pleasure.

Sound designer Thomas Kisser of HASTINGS media music on the development of the new logo: "It was a very intensive process and a wonderfully exciting challenge right from the start. The questions I asked myself at the outset were: What does the BMW brand sound like to me? Which sound themes represent the values I associate with BMW, such as Sheer Driving Pleasure, aesthetic appeal and power? And how can I create a sound logo that clearly differentiates the brand from other brands – especially other automotive brands? Important criteria for the development process included global cultural compatibility, variability of application, brand fit and recognition value."

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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