



Media information
10. April 2014

BMW Lighting Design. **Bright lighting rings, LED and laser light.**

Munich. The BMW lighting design makes a key contribution to the unmistakable look of every BMW – as well as the dynamic proportions, the line of beading on the side, the graphic quality of the window shape with the Hofmeister kink and the kidney-shaped radiator grille. Traditionally, a four-eyes face and typical BMW kidney grille characterise every BMW, making it immediately identifiable as a BMW even without seeing the brand insignia.

Focusing on the road ahead.

As early as 1968, BMW introduced the twin circular headlights for separate low-beam and high-beam light on the 2800 CS (E9). Since then, the twin-beam headlights, which are cut off at the top, giving them a determined and focused gaze on the road ahead, have become a classic identifier for BMW models.

Unique recognisability, even after dark.

The lighting rings surrounding the twin circular headlights, first seen in 2001, produce the car's characteristic four-eyes face, ensuring the recognisability of a BMW, even by night. They also signify the innovative leadership of BMW. The LED-powered lighting rings produce a uniform white light that characterises the four-eyes face of all BMW vehicles by day and night, guaranteeing unique recognisability at all times.

The use of space-saving LED lights or bright and efficient laserlights produces a number of additional functional design options. In addition, it is possible to use deep light units, such as precision-built 3D light tubes or high-tech three dimensional luminaire glass to further emphasise the premium quality of a BMW.

Unmistakable, even from the rear.

The L-shaped design of the tail lights on BMW models is just as characteristic as the lighting design of the front lighting units. This typical design feature mainly underlines the width of the tailgate, visually emphasising its imposing bulk and stability, making it unmistakable by day or night. LED light strips or light units sharpen the L-shaped design by night and enhance the recognisability of a BMW even after dark.

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In future, Organic light diodes (OLEDs) in the BMW Organic Light will offer designers a whole range of new options. Thanks to their flexibility and extremely low clear height, as well as their ability to produce a very even, non-dazzling level of light across their entire surface and the fact that individual modules can be controlled separately, OLEDs will be the perfect lighting element for future lighting scenarios involving rear lights or turn signals.

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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 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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