



Media Information
30th October 2017

Something spooky is going on! Halloween pumpkin caught at the wheel of a BMW X2.

Mysterious sighting of the compact Sports “Paranormal” Activity Coupe during the night of jack-o’-lanterns and sorcery.

Munich. Things are starting to get a little weird. Following its two camouflaged outings through the urban jungle and at Milan Fashion Week, the new BMW X2 is now the protagonist in yet another mystery sighting, this time for Halloween. Conjured up from nowhere and piloted as if by magic, the latest Sports “Paranormal” Activity Coupe apparition provides an intriguing preview of an automotive newcomer that will manifest itself very shortly.

From its origins through to its modern-day form, Halloween has for centuries been the night of ghostly figures, scary stories and mystic rituals. Which makes this the ideal occasion for the new BMW X2 to make a spontaneous and dramatic entrance. Whereas in times gone by, people would ready themselves for the onset of winter by lighting blazing fires and invoking supernatural forces, now creepy costumes and jack-o’-lanterns – with their menacing grimaces – form the eerie backdrop as the new BMW X2 steals the show with its frightening good looks.

So the pumpkin very clearly sets the tone, with its influence extending far beyond the intense orange of the X2’s exterior paintwork.

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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. 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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