



Press release
17 August 2018

BMW Welt and “Mission: Impossible – Fallout” Advance screening and special exhibition at BMW Welt with models from the film and an exciting behind-the- scenes clip!

Munich. More than 800 invited guests made their way to BMW Welt in Munich to watch an advance screening of the next installment of Paramount Pictures and Skydance Media’s legendary action film, “Mission: Impossible – Fallout”. Appearing with Ethan Hunt (Tom Cruise), are a number of current BMW models, a BMW motorbike and a classic sedan from 1986. The original vehicles used in the film as well as a model from the classic vintage series, are now on display at BMW Welt as part of a special exhibition. An exclusive behind-the-scenes clip is also being shown, providing insight into how the BMW and BMW Motorrad models were used in the film.

<https://www.youtube.com/watch?v=te86QVt4dkM>

Powerful partners: the BMW Group and Mission: Impossible - Fallout

Since 2011, the BMW Group has been the Automobile Partner of the legendary “Mission: Impossible” film franchise and has now supported the production for the third time with cars and motorbikes. In the previous two films, “Mission: Impossible – Ghost Protocol” and “Mission: Impossible – Rogue Nation”, BMW used its collaboration with the movie franchise to showcase the future visions and technologies of tomorrow. In addition to the elegant BMW 7 Series saloon, the latest film features the new BMW M5 in a spectacular scene where full advantage is taken of its motor sport heritage and innovative design. In another thrilling scene, Ethan Hunt rides against traffic round the Arc de Triomphe on a BMW R nineT Scrambler. But it isn’t only modern vehicles that dominate the limelight. A BMW M5 E28 from 1986 races through the French capital, reaching speeds in excess of 90 miles an hour, drifting round corners, leaping over steps and showing audiences the origins of the latest models.

As part of this partnership and campaign, BMW has been making full use of its own digital channels. Numerous social media posts, a special on bmw.com, BMW TV spots and clips have been published to coincide with the launch of the film.

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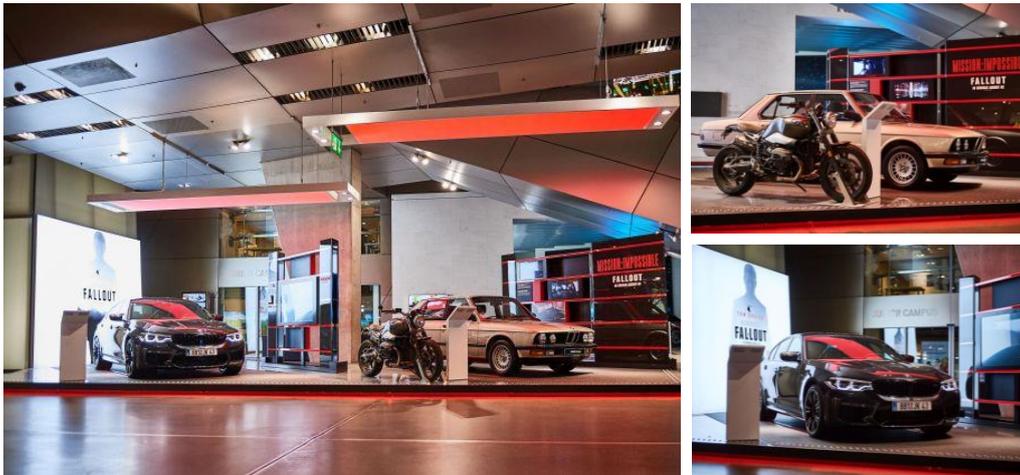
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Special BMW / Mission: Impossible - Fallout exhibition at BMW Welt

Models from the movie – the new BMW M5 in Singapore Grey and the BMW R nineT Scrambler – are now on show in a special exhibition at BMW Welt. Visitors can also see a BMW M5 E28 from the same 1986 series in Bronze Beige Metallic. Movie posters, TV spots and clips of the chase sequences show how the vehicles were used and give audiences a taste of what awaits them in cinemas.

The special exhibition at BMW Welt featuring the original vehicles from the movie will be open until the end of September. Entry is free.

For more information go to www.bmw-welt.com



On display until end of September at BMW Welt: Models from the latest “Mission: Impossible – Fallout” movie plus the BMW M5 E28. (Pictures: BMW AG)

If you have any queries, please contact:

BMW Group Unternehmenskommunikation

Julian Hetzenecker

Business and Finance Communications BMW Group

Phone: +49-89-382-61611

Website: www.press.bmw.de

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BMW Welt – at the heart of the brand, on the pulse of the city

With more than 3 million visitors per year, BMW Welt in Munich is Bavaria's most visited attraction and has become a real magnet for visitors since its opening in 2007. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment as well as a popular event location for over 400 external events per year.

The various restaurants of the BMW Welt offer a variety of culinary delights up to star gastronomy. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

www.bmwgroup.com

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About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Skydance Media

Skydance is a diversified media company founded by David Ellison in 2010 to create high quality, event-level entertainment for global audiences. The Company brings to life stories of immersive worlds across its feature film, television, and interactive platforms. Its feature films include Annihilation, LIFE, Jack Reacher: Never Go Back, Star Trek Beyond, Mission: Impossible – Rogue Nation, Terminator Genisys, World War Z, Star Trek Into Darkness, G.I. Joe: Retaliation, Jack Reacher, Mission: Impossible – Ghost Protocol, and True Grit. Skydance's next feature film to release is Mission: Impossible – Fallout on July 27, 2018. In 2017, Skydance formed an animation division to develop and produce a slate of high-end feature films and television series in partnership with Spain's Ilion Animation Studios. Skydance Television launched in 2013. Its current slate includes Emmy-nominated Grace and Frankie on Netflix, Altered Carbon on Netflix, Jack Ryan on Amazon, Condor on AT&T Audience Network, and Dietland on AMC. Skydance Interactive launched in

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2016 to create and publish original and IP-based virtual reality experiences and video games. Skydance Interactive recently debuted its first original title – Archangel, a story-driven VR shooter.