



Media Information
03 December 2020

New film “The Drop” again invites the global BMW M Community to “M Town”.

The successful digital campaign revolving around the virtual Eldorado of emotional BMW M moments showcases one-offs as well as the future.

Munich. “Welcome to M Town”: With a new film, the BMW M GmbH is continuing its successful campaign focusing on the global BMW M Community’s virtual Eldorado. The “The Drop” attracts horsepower enthusiasts and petrolheads once again to “M Town”, where, since 2018, everything has revolved around the most powerful letter in the world and the passion for high performance. This time, director Micky Sülzer, who was already responsible for the iconic videos about the special life attitude in “M Town” two years ago, is presenting the broad spectrum of current BMW M models, some of which boast extremely eye-catching body colours, whilst incorporating special vehicles from BMW M’s Heritage fleet, including a red BMW E30 M3.

“M Town is the most successful digital campaign from the BMW M GmbH, particularly as the entire BMW M Community throughout the world actively participates and shapes it. This enthusiasm and this identification create that very special something that makes BMW M so unique. Therefore, we are happy to continue this success story with the next film whilst also giving a small glimpse into the future,” says Lothar Schupet, Director Global Sales and Marketing BMW M.

Since 2018, “M Town” has served as the social and digital communication platform for BMW M fans all over the world. They register with bmw-m.com as citizens of “M Town” and create their own individual digital BMW M pass. “M Town” stands for unique storytelling, original online videos, numerous creative products in the BMW M Town merchandising shop and a large number of events around the globe. Visitors to BMW Welt in Munich gain a very realistic impression of “M Town” on a specially designed 180 square metre exhibition area.

As we are familiar with from the previous online videos, numerous BMW M vehicles also play the leading role in the new film “The Drop”. A total of 18 various models from BMW M’s latest range make shorter or longer appearances in “The Drop”. The spectrum of exceptional high-performance vehicles ranges from the BMW M2 CS (combined fuel consumption: 10.4 l/100 km; combined CO₂ emissions: 238 g/km*)

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to the BMW M8 Gran Coupe (combined fuel consumption: 10.7 l/100 km; combined CO₂ emissions: 244 g/km*). In addition to some hidden highlights, special one-offs such as the BMW M2 by FUTURA 2000 and the BMW M3 Pickup from the year 2011, which delivers a charging station, are also featured. So, for the first time in an "M Town" film, the BMW M GmbH is offering a small glimpse into an electrifying future and blending "Utopia" with the real future. 2021 will already witness the first electrified model from BMW M as a performance variant based on the new BMW i4, and further models – including high-performance vehicles – are to follow.

The protagonist of the film, in which notable influencers from the automotive scene were also involved, drives a red BMW E30 M3 from the BMW M Heritage fleet. Moreover, BMW M GmbH classics are represented by a M3 GTS, a BMW M3 CRT, a BMW M4 GTS and a BMW 1 Series M Coupe.

Totally in line with the Community concept, the new film showcases not only vehicles from the BMW M GmbH fundus but also from "M Town" citizens. For this purpose, members of the BMW M Community provided their own vehicles for the shooting of the film. These special places had been previously raffled off in an online campaign.

Agencies

Created by Jung von Matt

Produced by Zauberberg Productions

Directed by Micky Sülzer

* The fuel consumption, CO₂ emissions, electric power consumption and range figures were based on the new WLTP test cycle and translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).



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The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂ Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1. 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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