

Press release  
1 July 2021

## **The BMW Group with MINI at DLD Summer.**

**Munich.** On 1 July 2021, influential opinion leaders, key industry figures, start-ups and digital heavyweights met up in person for the first time since the outbreak of the coronavirus pandemic at the DLD Summer conference in Munich. DLD is a global innovation network for digitalisation, science and culture. The MINI brand chose the conference for the world-exclusive unveiling of the MINI Vision Urbanaut as a physical model. As part of its “BIG LOVE as a vision” keynote presentation, MINI also offered insights into how the brand is meeting the challenges of future mobility. More than 40 speakers and a total of 100 participants were expected at #DLDSummer. The BMW Group is an official partner of DLD Summer in Munich.

### **Physical world premiere of the MINI Vision Urbanaut.**

The MINI brand presented the physical model of the MINI Vision Urbanaut in a world exclusive at DLD Summer. Following the virtual world premiere of the concept in 2020, the model now allows people to experience this vision of future urban mobility in all its facets. It also showcases the modelling expertise of BMW Group Design to impressive effect: every aspect of the model was conceived and built at the MINI Design studios in Munich.

### **Keynote presentation: “BIG LOVE as a vision”**

The reveal of the MINI Vision Urbanaut also provided the ideal stage for the “BIG LOVE as a vision” keynote presentation, in which Bernd Körber, Head of MINI, and Oliver Heilmer, Head of MINI Design, discussed the challenges of future mobility and MINI’s answers to them. Renowned journalist Steffi Czerny guided the conversation. The presentation was also live-streamed, allowing a wider audience to examine the role of the social aspect of the community for MINI and how the brand is using clever solutions in its drive to create a more sustainable, optimistic and, above all, typically MINI future.

The vehicle unveiling and keynote presentation can be streamed here: <https://dld-conference.com/conference/dldsummer21>

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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