

Media Information
November 30, 2022

BMW i7 in the spotlight, exclusive photo shoot on the stage of the Opera House in Budapest.

Munich/ Budapest. On the occasion of the launch of the all-new BMW i7* in Hungary, a special photo-shooting took place of the electric luxury limousine at the Opera House, which also hallmarks the strengthening of the partnership.

To celebrate the launch of the all-new BMW i7 electric luxury limousine in Hungary, BMW Group Hungary has created an exclusive photo series with the BMW novelty on the stage of the Opera House. The Ybl Palace on Andrassy Avenue reopened its doors in March this year after a complete renovation, thus the stage and auditorium were given a never-before-seen splendour and dimension for this special photo shoot. The BMW i7, the pinnacle of BMW's range, is the epitome of progressive luxury, and its stunning looks put it in the spotlight on the more than 700 square metre Opera House stage. The BMW i7 was shown through the lens of three photographers before its official market premiere in a variety of lights, settings and instrument themes.

The cultural cooperation between OPERA and BMW Group Hungary has been ongoing for more than 7 years, with numerous exclusive, elegant and creative photo shootings, events and activities marking the partnership. After last summer's joint image shoot, the launch of the new BMW i7 provided the opportunity for the BMW brand to once again be the protagonist in an art project.

"The BMW Group Hungary is committed to supporting a number of cultural initiatives in Hungary, the most prominent of which is the cooperation with OPERA, launched in February 2015. We have been working with the OPERA team and my dedicated colleagues for almost 8 years on this strategic partnership, which I believe is unique in the country and even in our broader region. Now, it is clear that supporting high culture needs many years to mature, but today the partnership between OPERA and BMW is very well known and respected, extremely valuable, and also fits perfectly into our international Art & Culture programme, that the BMW Group has been cultivating for over 50 years with more than 100 partner institutions

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worldwide. The design of the new BMW i7 model, its sculptural character, its silent and emission-free glide, its technical excellence, is a perfect combination of innovative power and tradition. I am very proud that we can now present it in one of the most beautiful locations in Budapest. The BMW Group's commitment in the fields of art and culture are an integral part of our social responsibility and we are very much looking forward to work together on exciting projects in the future," said Zoltán Gombos, Managing Director of BMW Group Hungary, at the photo shoot.

Photo: Péter Mosoni & Szabolcs Németh – BMW; Attila Nagy – Opera

CO2 EMISSIONS & CONSUMPTION.

BMW i7 xDrive60: Power consumption in kWh/100 km (combined, WLTP): 19.6 – 18.4;
Electric range in km (WLTP): 591 – 625; CO2 emissions: 0 g/km.

If you have any questions, please contact:

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BMW Group Cultural Engagement

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State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf
INTERACTION State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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