

Media Information
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Long-Term Commitment to Society, Collaborative Innovation Rooted in China BMW China Culture Journey Launches Its 20th Year with a New Chapter in Shandong

Beijing, June 30 — The BMW China Culture Journey – Public Welfare Program for Grand Canal Cultural Conservation and Education officially began the third phase of its 20th-year program in Qufu, Shandong Province. With the theme "Innovation Rooted in Heritage," the program explored Confucian culture in Qufu, the Grand Canal heritage, and the intangible cultural heritage of Zibo, examining the shared values between the upcoming locally produced BMW Neue Klasse, which will open for pre-order in the second half of the year, and the Chinese philosophy of preserving heritage while driving innovation.

Funded by the BMW Warm Heart Fund and co-hosted by BMW Brilliance Automotive and the China Center of International Cultural Exchange and Tourism Promotion, the Initiative has been carried out for three consecutive years and remains a cornerstone of BMW's localized corporate social responsibility strategy.

- **First, it explores the cross-cultural resonance between the BMW Neue Klasse's "Innovation Rooted in Heritage" and the Confucian thought of upholding fundamentals while pursuing innovation.** Visits to Qufu highlight the Confucian concept of continuous renewal, while on-site research at the Daicun Dam along the Grand Canal reveals ancient wisdom in working with nature for long-term benefit—echoing BMW's respect for nature, green manufacturing across the value chain, and sustainable development.
- **Second, BMW continues to give back to Chinese society while promoting the integration of intangible cultural heritage into everyday life.** The BMW Warm Heart Fund will sponsor 20 intangible cultural heritage inheritors to participate in the Tsinghua University Academy of Arts & Design – BMW Intangible Cultural Heritage Protection and Innovation Base, enabling traditional craftsmanship to enter real consumer scenarios, including automotive cultural products, and creating mutual value for cultural preservation and commercial innovation. At a recent State Council Information Office press conference introducing relevant measures to expand auto consumption across the entire value chain, the Ministry of Culture and Tourism stated that it is important to guide automotive companies and cultural and creative institutions to deepen cooperation, fully explore artistic elements such as intangible cultural heritage and theatre, and integrate them into vehicle design and production, showcase the appeal of Chinese aesthetics, and better promote Chinese culture. As early as 2016, BMW took the lead in exploring this field through a public welfare partnership with the Academy of Arts & Design, Tsinghua University.

At the opening ceremony, Ms. Birgit Böhm, President and CEO of BMW Brilliance Automotive Ltd., said: "For more than 30 years, BMW has grown together with China and become part of the country's economic and social development. We take a long-term approach, growing our business while striving to be a responsible corporate citizen. For 20 years, the BMW China Culture Journey has supported communities across China, showing our commitment to being here for the long term. The upcoming local production of the Neue Klasse marks another milestone and highlights our strong partnership in China as we continue to innovate together. Looking ahead, the locally produced Neue Klasse will help shape a more sustainable future for BMW Brilliance, creating lasting value for people, society, and the environment."

Innovation Rooted in Heritage: Shared Value Across Cultures

The Confucian philosophy of upholding fundamentals while pursuing innovation closely aligns with the Neue Klasse development mindset. For BMW, heritage means a century-long commitment to “Sheer Driving Pleasure”, safety, quality, and reliability. Innovation, in turn, builds upon this foundation to shape the future—forming a shared path forward with Chinese society.

- Design-wise, the Neue Klasse lineage traces back to the 1960s, when BMW established its iconic kidney grille, twin-light signature, and Hofmeister kink.
 - The BMW iX3 Long Wheelbase reimagines and evolves BMW's iconic design elements through innovation. The 3D Illuminated Kidney Grille reinvents the classic kidney grille, while the traditional four-eyed headlights and front lighting evolve into Phygital Angel Wings. The newly upgraded Hofmeister Kink evolves into a Mirrored Hofmeister Kink, creating a distinctive effect that is reflective from the outside and transparent from the inside.
- A driver-focused cockpit has always been at the heart of the BMW driving experience. Human-machine interaction is where the heritage of BMW's sheer driving pleasure — the 'unity of car and driver' — truly resides. The BMW Panoramic iDrive system continues the brand's 'driver-centric' heritage. By integrating a 3D Head-Up Display, BMW Panoramic Vision, a vertical-spoke sports steering wheel, and a driver-oriented central display into an innovative interactive setup, it constructs an immersive human-machine interaction system centered around a 'visual cone'.
- BMW’s commitment to Sheer Driving Pleasure remains unchanged in the electric era. Powered by the seamless integration of the self-developed “Super-brain” and BMW Driving Performance Control software, the BMW iX3 Long Wheelbase sets new benchmarks for electric driving performance.

Harmony in Diversity: German Engineering Meets Chinese Innovation

Guided by the principle of harmony without uniformity, BMW views China as a global innovation hub and technology accelerator. When German engineering excellence meets Chinese innovation, continuous breakthroughs become possible through collaborative innovation. Through close collaboration with leading Chinese partners such as CATL and EVE Energy, the new BMW iX3 Long Wheelbase features the industry's first mass-produced large-format cylindrical battery, delivering a driving range of over 900 kilometers (CLTC)—enabling seamless long-distance electric travel from Beijing to Qingdao.

Valuing Righteousness Above Profit, Growing with a Long-Term Vision

The Confucian principle of “valuing righteousness above profit” resonates strongly with BMW's belief that business success and social responsibility should go hand in hand.

Competition in the automotive industry is a long-term marathon, and market cycles are a normal part of the journey. Sustained local investment, value-chain sustainability, and ongoing contributions to society are the foundations of long-term success.

BMW has continually developed locally relevant social initiatives inspired by Chinese culture. Drawing on the Confucian value of empathy—“Do not impose on others what you do not wish for yourself”—the BMW Children's Traffic Safety Camp introduced the public welfare concept of “Courtesy on Every Journey.” In 2025, this concept was adopted as the official theme of China's National Traffic Safety Day by the Traffic Management Bureau of the Ministry of Public Security, demonstrating how a corporate social initiative can evolve into a national public agenda. It also reflects BMW's deep integration into Chinese society and its commitment to being a responsible corporate citizen.



By 2026, the BMW China Culture Journey will have been running for 20 years. The program has reached 258 million people, supported more than 1,000 inheritors of intangible cultural heritage, and become a flagship example of BMW's long-term commitment to China and its dedication to preserving and revitalizing local culture.

If you have any questions, please contact:

Corporate Social Responsibility Communications

Vicky Yang, BMW Brilliance Automotive CSR Communications

E-mail: xu.yang.ja@bmw-brilliance.cn

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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to €133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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