



Media information
28 July 2026

**BMW brings modern mobility to the Sony Pictures film
"Spider-Man™: Brand New Day".**

In the new Sony Pictures film "Spider-Man™: Brand New Day", BMW is taking advanced mobility to the big screen. The collaboration links the BMW brand with one of the world's most successful film franchises. The BMW iX3, the first model in the Neue Klasse, and the BMW 5 Series Sedan with its future-forward technologies deliver compelling performances. To mark the film's premiere on 27 July 2026, the BMW iX3 Flow – Spider-Man Brand New Day will make its debut with a dynamic digital exterior. Moreover, BMW drivers in many markets will be able to access a special Spider-Man™ animation on their Control Display – provided the BMW is equipped with the relevant features – from the film's premiere until 10 August.

Munich. "Spider-Man™: Brand New Day", the latest instalment in one of the world's most successful film franchises, will be released exclusively in cinemas on 31 July 2026. Key parts are played by the new BMW iX3, the first Neue Klasse model, and the BMW 5 Series Sedan. Both vehicles are not only visible, but woven into the plot of the new film, enabling them to connect with a global fan base. The partnership underlines the BMW commitment to combining innovation, technology and cultural relevance.

Spider-Man™ is one of the world's most popular superheroes, and the films attract a cross-generational audience of millions. Unsurprisingly, the latest instalment is generating a great deal of attention. The official trailer alone set a new benchmark, becoming the first movie trailer to surpass one billion views in four days.

Bernd Körber, Senior Vice President BMW Brand and Product Management, says: "The launch of the Neue Klasse and Spider-Man™: Brand New Day could not be more fitting. Both stand for a bold new beginning and the confidence to shape what comes next. We are proud to accompany this new Spider-Man™ chapter with the BMW iX3, our first model of the Neue Klasse."



Media Information

Date 28 July 2026

Topic BMW brings modern mobility to the Sony Pictures film "Spider-Man™: Brand New Day".

Page 2

A new BMW era joins forces with a "Brand New Day".

The BMW iX3 and BMW 5 Series embody the sheer driving pleasure associated with the brand. They also put a spotlight on advanced vehicle technologies such as the BMW Panoramic Display, innovative driver assistance systems, the panoramic glass sunroof and the outstanding driving dynamics delivered by the Sport Mode. The Neue Klasse models such as the BMW iX3 represent the dawn of a new era at BMW – one that is perfectly showcased in "Brand New Day".

A new chapter for Spider-Man™.

Four years after the events of "Spider-Man™: No Way Home", a new chapter begins for Peter Parker and his alter ego, Spider-Man™: life as an adult, voluntarily erased from the memories and lives of his loved ones. He continues to fight tirelessly against crime in New York, a city that no longer knows who he is. But the weight of responsibility has its consequences – triggering a mutation that could prove fatal to him. At the same time, a mysterious spate of crimes leads to the greatest threat Spider-Man™ has ever faced.

The film is based on the Marvel comic by Stan Lee and Steve Ditko. "Spider-Man™: Brand New Day" was directed by Destin Daniel Cretton, with a screenplay by Chris McKenna, Erik Sommers and Justin Kuritzkes. The cast includes Tom Holland, Zendaya, Sadie Sink, Jacob Batalon, Jon Bernthal, Tramell Tillman, Michael Mando and Mark Ruffalo.

Meet the BMW iX3 Flow – Spider-Man Brand New Day.

With the BMW iX3 Flow – Spider-Man Brand New Day, BMW has produced a unique one-off vehicle to celebrate the new Spider-Man™ movie. This special BMW iX3 was developed in close collaboration with Sony/Marvel and transfers the visual world of Spider-Man™ to the vehicle's exterior. Using dynamic graphics and full-colour E Ink Prism™ elements, it brings the title character to life. Inspired by Spider-Man's™ moves, energy and cinematic universe, the animated exterior transforms the vehicle into a part of the story itself: bold, agile and full of character. Following the premiere, the BMW iX3 Flow – Spider-Man Brand New Day will be on display at BMW Welt in Munich until September.

Exclusive Spider-Man™ animation available in many BMW vehicles.

To celebrate the partnership with Spider-Man™: Brand New Day, BMW has a



Media Information

Date 28 July 2026

Topic BMW brings modern mobility to the Sony Pictures film "Spider-Man™: Brand New Day".

Page 3

special surprise for its drivers. The Spider-Man™ Animation will be available (in participating markets) to all customers with suitably equipped vehicles from 27 July to 10 August. Starting the car brings up a special banner in the Control Display. Clicking on it then activates the Spider-Man™ animation, comprising a full-screen festive animation in the Control Display with aptly chosen backing music and an accompanying light show courtesy of the ambient lighting system. These festive animations will be available in more than 70 countries worldwide for vehicles equipped with the relevant optional equipment and BMW Operating System 7, 8, 8.5, 9 or BMW Operating System X, as well as a production date after 7/2020.

Campaign featuring the teaser film "The Big Screen" brings together the worlds of BMW and Spider-Man™.

The teaser film "The Big Screen" centres on a father and son watching the news about Spider-Man™ while their BMW iX3 is charging. When the boy suddenly spots the superhero on a skyscraper, his father initially thinks it's just a bit of Spider-Man™ graffiti. But seconds later, Spider-Man™ actually lands on the bonnet of the BMW before returning to his mission. With a confident smirk, the son says to his father: "Told you." The car's features blend seamlessly into the plot, supporting the story rather than taking centre stage. The result is far more than a traditional co-branding exercise: it's a campaign that combines entertainment with innovation, the thrilling, action-packed world of Spider-Man™ with the new BMW models. Filmed in London with Spider-Man™ stunt double Luke Scott, the teaser was directed by the duo Hot Icarus and produced by Parasol Island. Jung von Matt Hamburg developed the campaign in collaboration with BMW. The global entertainment collaboration was developed in partnership with UEG, BMW's global lead entertainment agency.

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Media Information

Date 28 July 2026

Topic BMW brings modern mobility to the Sony Pictures film "Spider-Man™: Brand New Day".

Page 4

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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 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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