

Press release
23.08.2018

The BMW Vision iNEXT World Flight.

Two companies – one mission.

Munich. Frankfurt. Munich, New York, San Francisco and Beijing – four destinations on three continents in five days: The BMW Group is teaming up with Lufthansa Cargo to present the BMW Vision iNEXT World Flight as part of an event unparalleled in its execution.

More than 300 international media representatives will board on the most advanced and efficient cargo aircraft in its class – a Boeing 777F from the Lufthansa Cargo fleet – to experience for the first time the vision of future mobility embodied by the BMW Vision iNEXT, the latest Vision Vehicle from the BMW Group.

Lufthansa Cargo and the BMW Group team have worked together closely to turn this extraordinary vehicle and technology presentation from idea into reality. The assembled guests will be introduced to the pioneering vehicle and given a preview of the BMW Group's future as part of an exclusive closed room concept specially conceived and designed for the occasion.

Preparations for the presentation event will involve laying more than 7.5 km of wiring, while 78,000 LEDs in 165 video LED modules and ten 13,000 ANSI lumen projectors will light up a show inside the Boeing aircraft that appeals to all the senses. More than 120 specialists in exhibition stand construction, as well as experts from Lufthansa Cargo and the BMW Group have played their part in making the project happen.

Around 30 tonnes of material will be used to construct a suitable platform on which to showcase the BMW Vision iNEXT. The challenge for the various engineers and specialists has involved not only staging a presentation the likes of which none of those present will have witnessed before, but also ensuring their creation would literally "take off".

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Timings will be tight, given the need to turn the entire set-up inside the 777F from presentation mode to flight mode and back quickly and securely.

The first guests are expected to arrive eight hours after the plane lands. And just four hours after the final presentation has been wrapped up at one venue, the Boeing will take off again for the next destination on its itinerary. This technical and logistical tour de force will underpin a vehicle and technology presentation that is genuinely unprecedented.

“Visionary products deserve visionary presentations. We are delighted to have made this extraordinary world premiere possible in cooperation with BMW,” said Peter Gerber, CEO and Chairman of the Executive Board of Lufthansa Cargo AG.

“iNEXT is our mobility proposition for the future, so it’s only logical that the BMW Vision iNEXT should be presented to a global audience in a fresh new style,” said Klaus Fröhlich, Member of the Board of Management of BMW AG, responsible for Development. “The World Flight is a fitting way to get the ball rolling.”

The aircraft’s exterior makeover takes its cues from the interior design created for the vehicle presentation. And this will be the livery adorning Lufthansa Cargo’s Boeing 777F when it takes off from Munich Airport on 9 September on its round-the-world flight. After calling in at New York, San Francisco and Beijing, the aircraft is due to touch down again in its home base Frankfurt on 14 September.

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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Lufthansa Cargo

Lufthansa Cargo ranks among the world's leading air freight carriers. In the 2017 business year, the airline transported around 1.6 million tonnes of freight and mail and sold 8.9 billion revenue tonne-kilometres. The company currently employs about 4,500 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves around 300 destinations in more than 100 countries with its own fleet of freighters, the belly capacities of passenger aircraft operated by Lufthansa, Austrian Airlines, Eurowings and Brussels Airlines, and an extensive road feeder service network. The bulk of the cargo business is routed through Frankfurt Airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary of Deutsche Lufthansa AG.

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