



Media information
June 25th 2021

BMW teams up with Marvel Studios' Black Widow for a spectacular cinema experience.

The BMW X3 makes its Marvel Cinematic Universe-debut role, alongside actresses Scarlett Johansson and Florence Pugh.

Munich. BMW and Marvel Studios have collaborated for the first time on "Black Widow," set for release on July 9. The Marvel Cinematic Universe's action-packed spy thriller is the perfect film to showcase BMW's X3 vehicle. Also joining in the action is the first-ever BMW 2 Series Gran Coupé. An exclusive look behind the scenes of the filming is already granted on the [YouTube channel of the BMW brand](#).

"This is the very first time BMW has worked with Marvel Studios and the result is just stunning," says Jens Thiemer, Senior Vice President Customer and Brand BMW. "Having the BMW X3 and the 2 Series Gran Coupé playing key roles in 'Black Widow' is part of our marketing strategy, adding strong emotional value to the communication of these models. As emotional and thrilling stories play an increasing role in our brand communication, we are definitely looking forward to continue working with Marvel Studios."

BMW and Marvel Studios is a collaboration set to continue beyond "Black Widow."

"There is no better vehicle to take us on Natasha's journey as she sorts her past than a BMW," said Mindy Hamilton, Senior Vice President of Partnership Marketing at The Walt Disney Company. "The X3 and 2 Series Gran Coupé are sleek and agile, just like Black Widow, and we are so excited for the world to see where we've been together in July."

Straight from the set to the BMW Welt.

Marvel Studios' "Black Widow" is filled with breath-taking stunt scenes. Filming them not only tested the limits of the actors, but also their automotive co-stars. This is something that visitors to BMW Welt in Munich will be able to experience first-hand during a special exhibition scheduled to last several weeks and timed to coincide with the movie's opening. It features the original vehicles used in the film, shipped from the set, as a special highlight. On display at BMW Welt will be the BMW X3 that came under heavy fire in one of the film's chase sequences as well as the BMW 2 Series Gran Coupé with its clear physical marks from the exciting action sequences.

The Virtual dealership experience.

From June 25th on, customers will also have the opportunity to virtually experience both vehicle models featured in Marvel Studios' "Black Widow": the BMW X3 M and BMW 2 Series Gran Coupé. The Emotional Virtual Experience (EVE) created by BMW, which is now available at more than 2,000 BMW dealerships and branches worldwide, allows vehicles to be experienced first-hand in a photorealistic 3D representation.



Media information

Date June 25th 2021

Topic BMW teams up with Marvel Studios' Black Widow for a spectacular cinema experience.

Site 2

Thanks to the EVE VR these two models have been digitalized and are pre-configured for customers interested in having a virtual look at the vehicle models featured in the film at their dealership.

About Marvel Studios' "Black Widow"

In Marvel Studios' action-packed spy thriller "Black Widow," Natasha Romanoff aka Black Widow confronts the darker parts of her ledger when a dangerous conspiracy with ties to her past arises. Pursued by a force that will stop at nothing to bring her down, Natasha must deal with her history as a spy and the broken relationships left in her wake long before she became an Avenger. Scarlett Johansson reprises her role as Natasha/Black Widow, Florence Pugh stars as Yelena, David Harbour portrays Alexei/The Red Guardian, and Rachel Weisz is Melina. Directed by Cate Shortland and produced by Kevin Feige. Experience Marvel Studios' Black Widow in Theaters or Order it on Disney+ with Premier Access July 9. Additional fee required.

Fuel consumption, CO2 emission figures and power consumption refer to vehicles on the automotive market in Germany. They were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. For ranges, the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. WLTP values are used as a basis for the assessment of taxes and other vehicle-related levies that are (also) based on CO2 emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on the fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/> free of charge.



Media information

Date June 25th 2021

Topic BMW teams up with Marvel Studios' Black Widow for a spectacular cinema experience.

Site 3

If you have any questions, please contact:

Corporate Communications

Cypselus von Frankenberg, Product Communication BMW Automobiles

Telephone: +49-89-382-30641

E-mail: Cypselus.von-Frankenberg@bmw.de

Ingo Wirth, Head of Product & Brand Communications BMW

Telephone: +49-89-382-25814

E-Mail: Ingo.Wirth@bmw.de

Internet: www.press.bmwgroup.com

E-Mail: presse@bmw.de

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>