



Media Information
22 December 2021

As another year ends, BMW sends holiday greetings. Starting on 22 December, millions of BMW vehicles worldwide will be wishing their owners “Merry Christmas” and “Happy New Year” with a festive animation.

Munich. BMW is surprising its customers in their BMW this holiday season with two festive animations for Christmas and the new year. Festive music will play with atmospheric ambient lighting accompanying the festive message inside the car. An app icon with a Christmas hat on the BMW Control Display will appear from 22 December once the vehicle has been started, signalling the approaching festive season. Clicking the icon will start the BMW Happy Holiday Festive Animation, available until 26 December. Christmassy images will illuminate the Control Displays, a festive melody will play and an ambient light show will create an atmospheric feel in the interior.

On New Year’s Eve, a second animation will mark the turn of the year

From 31 December onwards, another app symbol in the Control Display with a stylised firework will celebrate the new year. There is also a New Year’s message from BMW, also with festive music and an ambient light show in the vehicle. The driver can play both animations as often as they like during the festive season by clicking on the app icon. More and more customers around the world will see the personalised festive greetings in their BMW with each passing year. This year, 48 BMW markets are already transmitting the New Year’s message to over 2.6 million BMW vehicles. To display the festive animations, the vehicles need to have the appropriate optional equipment and a BMW iDrive with Operating System 7 or Operating System 8, and have a production date after 07/2020.

BMW Communications

Media Information

Date 22 December 2021

Subject **As another year ends, BMW sends holiday greetings.**

Page 2

If you have any questions, please contact:

Torsten Julich, press spokesperson, Digital Car/Connectivity
BMW Group
Tel.: +49-89-382-28405, Email: Torsten.Julich@bmw.de

Media website: www.press.bmwgroup.com
Email: 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 its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

www.bmwgroup.com

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

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

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

Google+: <http://googleplus.bmwgroup.com>