



Media Information
08 June 2010

More enjoyment with the new international BMW website – www.BMW.com

Munich. BMW has freshened up its international brand website www.BMW.com and is moving further forward with its social media integration. With its reworked home page, the Munich-based motor manufacturer is aiming to increase user-friendliness and further expand the "Story of Joy" brand campaign online.

The aim of the rebrush, amongst other things, is to provide a more customer-focused presentation, including an improved main navigation system, an interactive teaser format and subject-specific landing pages. Shorter click paths and the prominent positioning of buttons are intended as further incentives to use the website. Visitors will also benefit from a more integrated search function and direct access to the vehicle configurator.

The highlight, however, is the integration of the brand-new Facebook Like Box on the home page. With this, BMW is consistently moving towards the integration of onsite and offsite activities as part of its social media strategy.

The work was carried out by the Interone agency in Hamburg.

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The BMW Group

With its three brands -- BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the BMW Group had a workforce of approximately 96,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last five years