

Media Information
8 August 2011

New BMW i trailer

Musik composed by Hollywood's Abel Korzeniowski

Munich. BMW i stands for visionary vehicles and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. This is also reflected in the new BMW i brand trailer released on Friday, 29 June 2011 on the BMW i website www.bmw-i.com and YouTube <http://www.youtube.com/watch?v=K-4THnOdk3I> to coincide with the launch of both the BMW i3 Concept and BMW i8 Concept vehicles.

The music for the new BMW i brand trailer was especially created by renowned Hollywood composer, Abel Korzeniowski. Korzeniowski, who lives in Los Angeles, became known for his music in Tom Ford's directing debut, "A Single Man", which earned him a Golden Globe nomination. Already in the first BMW i brand trailer the piece "Swimming" from that film can be heard. He is currently writing the score for Madonna's new film "W.E." which will premiere at the Venice Biennale in September. Korzeniowski's compositions have their own unique style. He creates a sophisticated blend of classical orchestral elements with electronic sounds and modern ambient music.

"The whole BMW i concept really inspired me. It's not just about a car, it's a new concept for living – how we use our resources, how we use things," explained Abel Korzeniowski. "You get the impression of a new but familiar technology, not a classic invention, but a very human technology. Just like the message 'Born Electric'".

The exclusive BMW i composition for the new brand film was recorded at the legendary Abbey Road Studios in London with a full orchestra. The trailer was directed by Christoph Deja of the Munich-based agency ByLauterbach.

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BMW i. Born Electric.

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With BMW i, the BMW Group is adopting an all-embracing approach that redefines the understanding of personal mobility with purpose-built vehicle concepts, a focus on sustainability throughout the value chain and a range of complementary mobility services.

The BMW i3 Concept, previously known as the Megacity Vehicle and BMW's first series-produced pure electric vehicle, is designed to meet future mobility challenges in urban areas. It combines typical BMW attributes with solutions to the demands of individual mobility in the megacities of tomorrow.

The BMW i8 Concept is a new-generation sports car – progressive, intelligent and innovative – which combines a combustion engine with an electric drive system to unleash exceptional power. This ensures maximum driving pleasure with minimum fuel consumption, especially in urban areas.

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Die BMW Group

Die BMW Group ist mit ihren drei Marken BMW, MINI und Rolls-Royce einer der weltweit erfolgreichsten Premium-Hersteller von Automobilen und Motorrädern. Als internationaler Konzern betreibt das Unternehmen 25 Produktions- und Montagestätten in 14 Ländern sowie ein globales Vertriebsnetzwerk mit Vertretungen in über 140 Ländern.

Im Geschäftsjahr 2010 erzielte die BMW Group einen weltweiten Absatz von 1,46 Millionen Automobilen und über 110.000 Motorrädern. Das Ergebnis vor Steuern belief



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sich auf rund 4,8 Mrd. Euro, der Umsatz auf 60,5 Milliarden Euro. Zum 31. Dezember 2010 beschäftigte das Unternehmen weltweit rund 95.500 Mitarbeiterinnen und Mitarbeiter.

Seit jeher sind langfristiges Denken und verantwortungsvolles Handeln die Grundlage des wirtschaftlichen Erfolges der BMW Group. Das Unternehmen hat ökologische und soziale Nachhaltigkeit entlang der gesamten Wertschöpfungskette, umfassende Produktverantwortung sowie ein klares Bekenntnis zur Schonung von Ressourcen fest in seiner Strategie verankert. Entsprechend ist die BMW Group seit sechs Jahren Branchenführer in den Dow Jones Sustainability Indizes.