

Media Information  
9 December 2011

## **Movie night at BMW Welt. European premiere of Hollywood blockbuster “Mission: Impossible – Ghost Protocol” with high-profile cast.**

**Munich.** Movie night at BMW: The eyes of the film industry are once again upon the Bavarian capital. On Friday, 9 December 2011, BMW Welt in Munich will host the European premiere of the Hollywood blockbuster “Mission: Impossible – Ghost Protocol”. International star Tom Cruise, who as special agent Ethan Hunt overcomes a multitude of further perils and challenges in this fourth instalment, will walk the red carpet, giving the European premiere in Munich a personal touch. He will be joined by his film partners Paula Patton, Simon Pegg, the film’s American director, Brad Bird as well as the producer Bryan Burk.

With its ultra-modern architecture, BMW Welt is the ideal setting for this glittering premiere. BMW is the exclusive automotive partner for this Paramount Pictures production and provided most of the cars for the lavishly-produced thriller. “We are very proud to be part of this outstanding cinematic event,” declared Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing. “The new ‘Mission: Impossible’ movie takes action-packed excitement to the next level – which makes it the ideal platform for presenting our vehicles and technologies.”

Sven Sturm, Vice President and Managing Director Paramount Pictures Germany GmbH added: “We are thrilled to have BMW as a strong partner in promoting the Blockbuster ‘Mission: Impossible – Ghost Protocol’ and we are delighted to celebrate the European Premiere at the spectacular BMW Welt in Munich.” “Mission: Impossible – Ghost Protocol” will be released in cinemas across Germany on 15 December 2011.

A number of BMW models that played key roles in the action thriller, alongside its famous actors, will share the limelight. One of the cars driven by Hollywood superstar Tom Cruise is the BMW Vision EfficientDynamics. Thanks to the fascinating sports car’s wide range of technical features, Cruise’s Ethan Hunt is able to steer smartly and safely through Mumbai’s busy traffic. In the past, it was all about speed: Now, the innovative in-car technology of BMW ConnectedDrive is what gives special agents – as well as other drivers – the upper hand. With its

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futuristic design, the stunning concept car turns heads onscreen and off – making it quite exceptional. The BMW i8 developed on the basis of this concept study will be ready for series production by 2014. As a plug-in hybrid with an innovative carbon passenger cell, it is set to redefine driving pleasure and efficiency in BMW sports cars.

**Starring roles with integrated driving pleasure: BMW Vision EfficientDynamics, BMW 6 Series Convertible, BMW X3, BMW 1 Series and BMW ConnectedDrive.**

The other movie stars from Munich include the BMW X3, the BMW 6 Series Convertible and the new BMW 1 Series. The Sports Activity Vehicle fitted with BMW xDrive intelligent all-wheel drive and the open-top four-seater with the fascinating design take part in a spectacular chase through a sandstorm in the desert city of Dubai. Set against the impressive backdrop of Mumbai – BMW's new compact model, on the other hand, plays a key role in the completion of secret agent Ethan Hunt's mission.

The main character is also assisted by the innovative functions of BMW ConnectedDrive. The BMW Head-Up Display, collision warning, voice-activated telephone functions and networked navigation with uniquely detailed digital maps are the technical highlights that help the big-screen hero triumph over evil against seemingly impossible odds – and at the same time guarantee greater convenience, safety and everyday driving pleasure.

**BMW sets new standards in entertainment marketing.**

With its involvement in the fourth instalment of the successful "Mission: Impossible" series, BMW is once again supporting a major film project from the famous Hollywood dream factory and also setting a new standard in entertainment marketing. Going beyond pure product presentation for the first time, innovative technologies like BMW ConnectedDrive and BMW EfficientDynamics are actually integrated into the plot. This method of integrating BMW models and technologies into global entertainment projects (blockbusters, TV series, music videos, video games) adds a new and promising dimension to the BMW Group's classic marketing portfolio. This enhanced form of highly-modern BMW product placement not only allows products and their extraordinary performance to be showcased in exciting scenes and distributed

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through global media, but also interests and wins over new target groups for the BMW brand.

The BMW Group has a long-standing involvement of more than five decades in the creative and cultural world of cinema and television. From the outset, product placement has been firmly established as an important building block for long-term image and product communications. However, involvement is not limited to TV and film productions – the BMW Group also supports the relevant teaching establishments and many film-industry events – from major, high-profile film festivals to ambitious smaller events. For example, the Bavarian premium automobile manufacturer has been the main partner of the Berlin International Film Festival, the Berlinale, since 2010. The company also supports the Bavarian Film Award, the renowned Landshut Short Film Festival and the Regensburg Short Film Week, among others. It also promotes short films at international level: The short film project “BMW Shorties” in Malaysia is particularly noteworthy.

Red carpet livestream: [www.facebook.com/BMWDeutschland](http://www.facebook.com/BMWDeutschland)

First pictures of the event can be found starting at about 21h:  
<https://mediencenter.t-onlinede/guestview/index/token/f5650a1784099>

More pictures for download (starting Saturday night): [www.image.net](http://www.image.net)

If you have any questions, please contact:

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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