



Media Information
14 December 2011

Campaign launch for new BMW 6 Series Gran Coupé **BMW's first four-door coupé offers a fascinating fusion** **of aesthetics, dynamism and elegance**

Munich. The launch campaign for the new BMW 6 Series Gran Coupé, which will make its world debut at the Geneva International Motor Show on 6 March 2012, showcases the vehicle's exclusive positioning with impressive aesthetics. BMW's first four-door coupé boasts trendsetting design, sporting dynamics and exclusive elegance.

The cross-media campaign features a total eclipse of the sun as its central theme: a graceful but, at the same time, breath-taking natural phenomenon that reveals the pure beauty of nature to its observers for a brief moment. "Beauty. Revealed." is also the motto of the new BMW 6 Series Gran Coupé campaign, which combines the unique moment of a total solar eclipse with this exclusive vehicle.

"The new BMW 6 Series Gran Coupé marks the beginning of a new chapter. It is BMW's first four-door coupé and combines uncompromising driving dynamics with exclusive elegance and breath-taking design," commented Andreas-Christoph Hofmann, head of BMW brand communications: "The campaign uses the image of a solar eclipse to highlight the model's uniqueness."

The global campaign will launch in print and TV media in the second quarter 2012. The print ads also feature the natural phenomenon of a total eclipse of the sun in aesthetic and artistic visuals, while the text also highlights the special nature of the moment. Headlines such as "Some things are worth waiting for" underline the rare beauty and timeless fascination of the new coupé. A total of seven different motifs showcase the vehicle's aesthetic dynamics. The images for the print campaign were shot by the German photographer Georg Fischer.

The TV commercial shows the BMW 6 Series Gran Coupé from three different angles. It begins with a total eclipse of the sun, the contours of the model barely recognisable. As the eclipse progresses, the new coupé gradually becomes more visible, until its full beauty is finally revealed in the daylight. The viewer is mesmerised by the uniqueness of the moment as the tension mounts. London-based director Sam Brown, whose creativity is already familiar from global-release music videos, such as James Blunt's "Goodbye My Lover" and "You're

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382 14908

Internet
www.bmwgroup.com



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Beautiful”, was responsible for production. The music for the BMW 6 Series Gran Coupé TVC is taken from the song “New Dawn Fades” by Moby.

The first online activities have already been launched on the BMW homepage www.bmw.com and www.facebook.com/bmw. Users can sign up for more information by clicking on a “Keep informed” button on the BMW homepage to receive news directly. An online video discusses the engine technology and design concept behind the car. The designers responsible for the BMW 6 Series Gran Coupé present the four-seater’s exterior and sophisticated interior. Sporty seats in the rear and high-quality materials ensure that the interior retains its exclusive appearance throughout. The online video can also be viewed on the BMW TV site and the BMW Channel on YouTube and Facebook.

Photo material can be found in our PressClub at www.press.bmwgroup.com

If you have any questions, please contact:

Corporate Communications

Martina Daschinger, Business and Finance Communications, Marketing
Telephone: +49 89 382-14908, Fax: +49 89 382-24418, martina.daschinger@bmw.de

Alexander Bilgeri, Head of Business, Finance and Sustainability Communications
Telephone: +49 89 382-24544, Fax: +49 89 382-24418, alexander.bilgeri@bmw.de

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

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

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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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