

Press release  
January 2012

## **Fascination as a cultural asset.** **The BMW Group design philosophy.**

The design philosophy of the BMW Group is a reflection of corporate culture and an expression of dynamic entrepreneurial spirit. Design culture more fittingly describes the endeavours of all those involved in the design process. The BMW Group's design culture is rooted in the bond between human and product, and continuously evolves within the dynamic field of tension arising from the juxtaposition of the past and the future.

### **Human and product: a lifelong union.**

When it comes to design, the BMW Group has one pivotal aim in mind: to create emotionally charged products with lasting appeal.

The work of the BMW Group designers focuses on generating a momentum in each vehicle which will engage people in a long-term emotional attachment. Indeed, it is the close affiliation between person and product during the creative process that is the foundation of the BMW Group's success. From the initial development concept to the production-ready model, designers and engineers strive for meaningful form and functional perfection. The customer experiences the harmonious interplay of these two aspirations in the vehicle's every detail.

### **Heritage and future: the bedrock and vision of design.**

BMW Group design is authentic, pioneering and sustainable. It draws its authenticity from the company's past and the various brand traditions. It is visionary and compelling for its sustainability concepts. The heritage of the brand is the vital foundation without which no forward-looking design would be possible. A long-term, ongoing chain of development embracing revolutionary leaps forward creates the force field emanating from this dual focus on the past and the future.

### **BMW Group design shapes genuine personalities.**

Cutting-edge innovations, compelling aesthetics and an outstanding product substance make for an authentic product personality. These values constitute the guiding principles for those involved in the creative process.

Perfection and innovation in technology and design are pivotal, distinguishing characteristics of BMW Group products. Design systematically and authentically translates function into meaningful form – a process that spawns perfect proportions along with a fascinating and challenging formal vocabulary, from the overall impression down to the smallest detail. The result is a product substance that can be experienced with all the senses and engenders an emotional relationship between person and product.

This design culture creates a set of values to which all the BMW Group brands adhere. It is a shared value perception that defines the endeavours of the BMW Group and forms the basis of the design strategy underlying all its brands. Proceeding from this common foundation, each brand imbues it with an individual expression and a life of its own.

Press release

Date January 2012

Subject Fascination as a cultural asset. The BMW Group design philosophy.

Page 2

In the event of enquiries please contact:

**BMW Corporate Communications**

Susanne Giuliani (née Spatz), BMW Group Design and Lifestyle Communication  
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Michael Rebstock, Head of Product Communication BMW Automobiles  
Tel.: +49-89-382-20470, Fax: +49-89-382-20626

Media Website: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)

E-mail: [presse@bmw.de](mailto: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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

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

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