



Press release
January 2012

Space for passion. The DNA of BMW interior design.

The interior design of a BMW vehicle is a continuation of what the exterior promises: Sheer Driving Pleasure. Beyond the familiar focus on the driver, BMW places key emphasis on an emotional surface language that resonates between the two poles of a lively yet calm design. Dynamic, fluid forms lend expression to the character of the vehicles, creating an organic surface design distinguished by smooth, harmonious transitions.

Clear focus: driver-centric design.

A hallmark of BMW interior design is the systematic driver-centric layout in which the cabin is ergonomically configured with the driver firmly in mind. Important operating and control elements in the instrument panel and the asymmetrically designed centre console are visibly angled towards the driving seat and are thus within the driver's direct reach. The precise configuration varies according to the model, allowing each car to develop its own individual character in this regard as well. The optimal integration of the control elements and their carefully coordinated positioning reflect the perfection of the interior design and stand for the premium quality and exclusivity associated with BMW.



Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-20961

Internet
www.bmwgroup.com

Press Release

Datum January 2012

Thema Space for passion. The DNA of BMW interior design.

Seite 2

Emotional flow of lines: horizontality.

Stretched, horizontal lines accentuate the airiness and size of the interior, creating a generous sense of space that has a restful effect on the eye. The horizontal layout of the instrument panel counterpoints the vertically configured centre console with its technical features. The front aspect of the interior appears large and airy; this spaciousness perceived by the driver and passengers combines with the maximum possible range of technical features to form a perfect composition. The horizontal alignment of the interior design not only creates breadth but, thanks to the airy ambience, evokes a sense of agility as well. A deliberately suggested, subtle flow of lines is open to interpretation by the observer.





Press Release

Datum January 2012

Thema Space for passion. The DNA of BMW interior design.

Seite 3

Play with light and shade: surface design.

The sensitive design of the interior surfaces likewise subtly addresses the subliminal level of perception among the car's occupants, while a delicate play of light and shade engenders a lively formal language. By analogy with the human anatomy, a BMW interior is virtually devoid of flat surfaces.



Instead, individual surfaces come together in a flowing, organic motion before breaking free from each other again. Clear lines define the individual surfaces and demarcate them from one another. This emotional surface language – a hallmark BMW feature – demonstrates a consummate sense of form and perfect design.

Press Release

Datum January 2012

Thema Space for passion. The DNA of BMW interior design.

Seite 4

Airiness at every level: layering.

The individual character of a BMW is expressed in the interior through a special interplay of surfaces and lines that follows the layering principle. This refers to levels made up of different materials which are visually “stacked” on top of one another and assigned various functions, in this way bringing the surfaces and dynamics alive. For the interior design of BMW automobiles, this layering concept marks the inception of a new, modern interior aesthetic while simultaneously creating a visual buoyancy.



Love of detail: perfectionism.

BMW devotes meticulous attention to the design of interior details. Indeed, they play a crucial part in ensuring that a BMW continues to spark pleasure and passion in customers years down the line.





Press Release

Datum January 2012

Thema Space for passion. The DNA of BMW interior design.

Seite 5

Every detail, such as the control buttons, is specifically designed for each individual model. Keys and buttons are seamlessly integrated into the design of the interior and take up the surrounding flow of lines. In colour and intensity, their illumination adheres to a uniform BMW colour code that spans the entire model family. The gearshift lever boasts a sporty-dynamic style as the embodiment of the core of BMW interior design. A central operating element is the iDrive Controller, which gives the driver sensory feedback for much more relaxed and therefore safer control of functions such as the navigation system or automatic climate control.

“When designing the interior of a BMW, the overall impression is crucial. We always pay attention to the impact of the interplay of features, but also to the potential contribution of each individual detail. Size, movement and dynamics are very palpable in the design, but aspects such as safety and functionality naturally also play a key role when it comes to designing the interior. Above everything, though, stands form and aesthetics. That’s the benchmark we all follow.” Marc Girard, Head of BMW Interior Design.

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
E-mail: presse@bmw.de



Press Release

Datum January 2012

Thema Space for passion. The DNA of BMW interior design.

Seite 6

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.press.bmwgroup.com

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

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

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