

Media Information
September 2012

The new BMW Magazine – DRIVEN. **New lifestyle concept for BMW customer magazine.**

Munich. The BMW Magazine is to become a lifestyle magazine. The new format, under the motto “DRIVEN”, will be published twice a year, featuring topics dedicated to drive, passion and energy. BMW models will be skilfully integrated into articles on the arts, fashion and design – all true to the philosophy of never standing still in life. The focus will be on international stories about people whose visionary ideas change our lives. Andreas-Christoph Hofmann, head of BMW Brand Communications, said of the launch: “The layout and content of the new BMW magazine embody our brand’s pioneering spirit. We will present ourselves as modern, visionary, inspiring and creative. The lifestyle-focused concept will once again make the magazine the leading innovator among car magazines worldwide.”

The new categories “Emotion”, “IQ” and “Heroes” have been added for this purpose. In the first edition of the BMW Magazine – DRIVEN, renowned American photographer Erik Madigan Heck presents the new BMW 7 Series as part of a fashion shoot in Barcelona; while the BMW 3 Series Touring takes the reader on an exciting journey of discovery through the Moroccan desert to the “Hollywood of North Africa”. A Los Angeles reporter investigates whether it is possible to visit all the local art-scene hotspots without having to recharge the BMW Active E. In one of his rare interviews, multi-billionaire and amateur astronaut Richard Branson reveals what drives him as a person. At the same time, the new magazine also includes BMW’s large Facebook community in a story about the world’s most exciting mountain trails.

The BMW Group’s long-standing partner, Hoffmann und Campe Corporate Publishing, is responsible for editing and producing the new magazine. The new editor-in-chief, Adriano Sack, who previously worked for “Spiegel” magazine and was head of the culture section at “Welt am Sonntag”, is now responsible for content. Sack was on the editorial development team of the German edition of “Vanity Fair” and has been executive editor of the German edition of “Interview” since July 2011. He also founded the online fashion community “I like my style”.

Award-winning art director Dirk Linke, founder of the editorial design office ringzwei in Hamburg, developed an entirely new layout and new cover concept for the re-launch. The cover comprises a collage of four images representing the content of magazine. The 100-page-thick lifestyle magazine will be available internationally from October 2012 onwards.

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About BMW Magazine:

BMW Magazine has been BMW AG's international customer magazine since 1989. The print edition is published twice yearly, with a circulation of approx. 3.8 million copies. BMW Magazine has also been available as an online edition for the iPad since 2010, with an expanded digital version planned for 2013. The customer magazine is also internationally successful and available in more than 150 countries worldwide in 25 languages. The many national and international awards in recent years confirm this success: Winning a total of 38 awards, the BMW Group was the number-one most successful company in corporate publishing in the 2011 CP-Monitor ranking.

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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 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.

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