



Press Release  
24 June 2013

## **World premiere of the BMW Concept Active Tourer Outdoor at the exhibition OutDoor 2013.**

Press Conference, 12 July 2013, Friedrichshafen.

**Munich.** BMW will be entering new terrain. For the first time in the history of the company, a concept vehicle will celebrate its premiere at the OutDoor in Friedrichshafen.

The second concept version of the BMW Concept Active Tourer being presented this summer is aimed at meeting the special needs of an outdoor and leisure time oriented target group. The BMW Concept Active Tourer Outdoor combines comfort and dynamic design with a high level of spatial functionality and intelligent access to BMW ConnectedDrive services.

We look forward to welcoming you to our press conference being held on 12 July 2013 within the framework of the OutDoor in Friedrichshafen.

### **BMW press conference: Always connected?**

Who plans my outdoor activities – others or I myself?

What does the future of outdoor leisure time and tour planning look like?

Will my car become a route planner – not only on the road?

Are outdoor adventures and experiences in nature in line with the omnipresence of digital networking and information channels on the one hand and the automobile on the other?

These and other issues will be discussed by:

- Stefan Glowacz, alpinist and climber
- Olaf Beck, chief editor of outdoor magazine
- David O'Hara, Head of Strategic Accounts Germany, Vodafone Global Enterprise
- Reiner Gerstner, Group Brand & Marketing Director, Salewa
- Bertram Schneck, Head of Communication Management Compact Class, BMW Group

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Moderation: Markus Othmer, radio and television presenter  
When: **Friday, 12 July 2013 | 11:00**  
Where: OutDoor in Friedrichshafen | Hall B1 – stand 404

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## The BMW Group

With its brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 29 production and assembly sites in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2012, the BMW Group sold 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for 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.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the past eight years.

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