



Media information
17. April 2014

Modern luxury driven by design and innovation.

Auto China 2014, Beijing. The BMW Group presents an exclusive design study that provides a long-term outlook on its perception of modern luxury for the BMW brand. This concept car portrays luxury as a forward-looking fusion of exclusivity and innovation, with the focus on outstanding exterior and interior design quality, select materials, seamlessly integrated control units featuring pioneering technology, an innovative lightweight construction concept and a driving experience that is optimally tailored to the needs of all occupants. Detailed information will be available from April 20th 00:00 CEST (BMW Group PressClub).

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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