

Media Information
28 November 2014

Olly Murs premiered his new album live at BMW Welt **Enthusiastic fans celebrate the British singer at his exclusive concert**

Munich. Yesterday evening, the British pop singer Olly Murs presented his new album "Never Been Better" at an exclusive gig in the BMW Welt auditorium. Several fans even came from France and Austria to see the 30-year-old artist live on stage. In addition to songs from his fourth album, released on November 21, he thrilled the audience with renditions of recent hits such as "Heart Skips a Beat" and "Dear Darlin'" as well as his new hit single "Wrapped Up". The audience was delighted by his performance, the nine-strong band and the lightshow in the BMW Welt.

From X Factor to chart topper

Olly Murs shot to fame by coming second in "The X Factor" on UK TV in 2009. He made his breakthrough in Germany in 2012 with "Heart Skips a Beat" which went to No. 1 in the singles chart. With three multi-platinum albums and four No. 1 hits, Olly Murs is one of the most successful pop stars in the UK in recent years.

Events at BMW Welt

BMW Welt organizes and hosts a wide-ranging program of events from the worlds of culture, art and entertainment. The concept is based on the different brands which send out invitations to their own events, such as the BMW Welt Jazz Award and the MINI Club Series. The Event Forum makes BMW Welt a popular location for up to 450 external events each year with more than 45,000 guests attending congresses, seminars, film premieres and award ceremonies. It is also regularly used for special concerts such as the opening concerts for the Long Night of Music in Munich and the exclusive appearance of two-time Grammy winner Frank Ocean last year. In 2013, BMW Welt was presented with the Location Award as the best design location in Germany.

Photographic material is available from the BMW PressClub (www.press.bmwgroup.com) and via LoeschHundLiepold Kommunikation GmbH on behalf of BMW Welt Corporate and Governmental Affairs (telephone: +49-89-720187-10 E-Mail: bmw-welt@lhk.de).

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mailto: daria.gotto-nikitina@bmw.deInternet: www.press.bmw.de**BMW Welt – at the heart of the brand, on the pulse of the city**

With around 2.9 million visitors in 2013, BMW Welt in Munich is Bavaria's most popular attraction and has become a real magnet for visitors since its opening in 2007. With its pioneering architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment along with culinary delights in several restaurants.

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Whether it's a jazz concert, clubbing event, a film première, gala event or panel discussion – BMW Welt is the perfect platform for innovative events. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 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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