



Media Information
6. December 2014

Coldplay at BMW Welt

Exclusive tour finale in front of 1500 enthusiastic fans

Munich. Marking a huge honour for BMW Welt, December 6, 2014 saw the British band Coldplay celebrate the end of their "Ghost Stories Tour 2014" with an exclusive gig in the auditorium. Around 1500 fans came to see a brilliant performance by one of the world's biggest groups. At the end of the gig the band attended an after-show party together with invited guests in the Double Cone. During their set the group played songs from their latest album "Ghost Stories" together with an equally thrilling selection of songs from throughout their history.

Coldplay – a success story

With global sales of almost 80 million, Coldplay, consisting of Chris Martin, Jonny Buckland, Will Champion and Guy Berryman, is one of the most successful bands of our time. They shot to fame in 2000 with their first album, "Parachutes" and subsequent records have seen the group develop into one of the biggest and most acclaimed in the world. Their sixth and latest album "Ghost Stories" continues to evolve their vision and has been hailed by many as their best work yet.

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.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 Munich

Phone
089-382-60340

Internet
www.bmw.com

For more information and visual material please contact:

LoeschHundLiepold Kommunikation GmbH

On behalf of BMW Welt
Stefanie Fredrich

BMW Welt

Press and Public Relations

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Phone: +49-89-720187-10

mailto: bmw-welt@hlk.de

BMW Group Unternehmenskommunikation

Daria Gotto-Nikitina

Press officer for BMW Welt

Phone: +49-89-382-60340

mailto: daria.gotto-nikitina@bmw.de

Internet: 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. 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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