

Media Information  
11 June 2015

## **New horizons for automotive luxury**

### **BMW Group launches global communications for the new BMW 7 Series**

**Munich.** The BMW Group presented its new flagship, the next-generation BMW 7 Series, to the world at BMW Welt in Munich on 10 June 2015: The BMW 7 Series luxury sedan sets new standards for lightweight design, driving dynamics, comfort, intelligent connectivity and operating systems, and opens new horizons in its class. The classic attributes of high-end sedans, such as luxury, comfort and status, are complemented in the BMW 7 Series in other areas that offer customers decisive added value, with more interior ambience, more personal well-being and more innovative functionality.

Global launch communications for the new BMW 7 Series are centred on the claim “Driving Luxury”.

Dr. Steven Althaus, head of Brand Management BMW and Marketing Services BMW Group, explains: “The new BMW 7 Series brings positive new aspects to the BMW brand. BMW M represents the “Future of Performance” and BMW i the “Future of Mobility”. The BMW 7 Series stands for the “Future of Luxury”. This thread runs through the entire campaign. Just as ground-breaking as the new BMW 7 Series itself, are the creative partners, settings and innovative approach we have chosen.”

The car is being positioned as “the contemporary luxury experience for the performance elite” – an idea expressed in all communication formats.

Advance communications got underway in mid-April 2015 to coincide with the first media preview, with an accompanying online campaign for selected product features (BMW Laserlight, Carbon Core and Remote Control Parking). Global launch communications begin on 10 June 2015.

## Media Information

Date 11 June 2015

Subject New horizons for automotive luxury

Page 2

**TV spot**

The TV spot, directed by Bruno Aveillan of Los Angeles-based production company Believe, tells a unique story surrounding the new BMW 7 Series' attraction: The creative concept for "Driving luxury" shows the BMW 7 Series in its environment, a world of modern luxury. The spot was filmed on location at exclusive venues in Spain, such as Calatrava's Agora in Valencia and the Barcelona Museum of Contemporary Art, MACBA.

Bruno Aveillan is best known for his outstanding work for world-renowned luxury brands, as well as for BMW.

The 60, 45 and 30-second TV spot will also be supplemented by short 15-second tag-ons, focusing on innovations in the new BMW 7 Series, such as gesture control and BMW Laserlight.

**Artwork**

The artwork was realised by photographers Uwe Duettman and Emir Haverich in Australia. The images provide a modern, emotional interpretation of luxury. Each individual motif creates a rich, intimate atmosphere.

More than 20 motifs showcase the interior and exterior of the new BMW 7 Series, as well as the luxury sedan's unique innovations: BMW Laserlight; BMW Executive Lounge; intuitive operation with BMW Gesture Control; BMW Sky Lounge; and BMW Carbon Core.

Agency: kbs+ (kirshenbaum bond senecal + partners), New York

Director: Bruno Aveillan

Production company: Believe, Los Angeles

Photographers: Uwe Duettman and Emir Haverich

## Media Information

Date 11 June 2015

Subject New horizons for automotive luxury

Page 3

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**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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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