

Media Information  
24 July 2015

## **World premiere of “Mission: Impossible – Rogue nation” at the Vienna State Opera**

### **BMW Group on the red carpet as exclusive automobile partner**

**Vienna.** “Mission: Impossible – Rogue Nation”, the latest film in the legendary action series from Paramount Pictures and Skydance, celebrated its glittering world premiere at the Vienna State Opera. As the exclusive automobile partner, the BMW Group provided vehicles for the BMW VIP shuttle fleet at the event. Amidst a crowd of cheering fans and alongside stars Tom Cruise, Simon Pegg and Rebecca Ferguson and director Christopher McQuarrie, the new BMW M3 and the new BMW 7 Series were featured on the red carpet.

Following a successful partnership with “Mission: Impossible – Ghost Protocol” in 2011, the BMW Group placed their automobiles, motorcycles and technologies at the disposal of the production crew at Paramount Pictures for the second time. “Mission: Impossible – Rogue Nation” will arrive at cinemas in Germany on August 6.

In the latest installment of the action series about undercover agent Ethan Hunt (Tom Cruise) and his Impossible Mission Force (IMF) team, BMW Group vehicles are used in numerous scenes. The new BMW 7 Series demonstrates style and elegance on the streets of Vienna. The new BMW M3 with its supreme performance and characteristic racing genes, together with the BMW S 1000 RR, demonstrate breathtaking vehicle stunts in Morocco. Also featured are the BMW X5 xDrive 40e, the first plug-in hybrid series production automobile of the core BMW brand, and the BMW 6 Series Convertible.

Moreover, BMW ConnectedDrive, the intelligent and unique networking of driver, vehicle and the environment, serves the Impossible Mission Force team throughout the film. In the film and in real life, this innovative system stands for enhanced safety and ride comfort. Features such as camera and assistance systems are used to the IMF team’s advantage.

## Media Information

Date 24 July 2015

Subject World premiere of "Mission: Impossible – Rogue nation" at the Vienna State Opera

Page 2

"It's great to see the outstanding results of our exciting cooperation with 'Mission: Impossible – Rogue Nation'," said Ian Robertson, Member of the Board of BMW AG, Sales and Marketing BMW. "Their dynamic performance, technological leadership and the unique BMW ConnectedDrive system render our BMW models the perfect vehicles for Ethan Hunt and his IMF team."

"MISSION: IMPOSSIBLE – ROGUE NATION." With the IMF disbanded and Ethan (Tom Cruise) out in the cold, the team now faces off against a network of highly skilled special agents, the Syndicate. These highly trained operatives are hellbent on creating a new world order through an escalating series of terrorist attacks. Ethan gathers his team and joins forces with disavowed British agent Ilsa Faust (Rebecca Ferguson), who may or may not be a member of this rogue nation, as the group faces its most impossible mission yet. Starring Tom Cruise, Jeremy Renner, Simon Pegg, Rebecca Ferguson, Ving Rhames, Sean Harris and Alec Baldwin.

The film is directed by Christopher McQuarrie, with a screenplay by Christopher McQuarrie and story by Christopher McQuarrie and Drew Pearce. Based on the television series created by Bruce Geller. Produced by Tom Cruise, J.J. Abrams, Bryan Burk, David Ellison, Dana Goldberg and Don Granger. Jake Myers is an executive producer.

If you have any questions, please contact:

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## Media Information

Date 24 July 2015

Subject World premiere of "Mission: Impossible – Rogue nation" at the Vienna State Opera

Page 3

**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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