

Corporate Communications

Media Information
1 April 2016

HELLO FUTURE – the BMW Germany Centenary campaign.

Spotlight on the BMW brand and BMW 100 Years Innovation Models.

Munich. “HELLO FUTURE”, BMW Germany’s 100th anniversary brand campaign is starting. To mark this milestone in both brand and company history, the focus is not on the past, but on looking ahead – to the future of mobility.

With its “**HELLO FUTURE**” claim, the campaign ties in with last month’s BMW Group campaign, which concentrated on the company itself and its future orientation. In the BMW Germany campaign that now follows, the BMW brand takes centre stage, showcasing its clear commitment to the future, as well as specific content and special offerings.

Stefanie Wurst, head of Marketing, BMW Germany: “Brand and supply orientation are not a contradiction in terms – with the **BMW VISION NEXT 100** as the main attraction and the **100 Years Innovation Models**, we have combined both. Every dealer in Germany will have a piece of the future in their showroom, so that they can be an innovation ambassador.”

The revolutionary **BMW VISION NEXT 100** Vision Vehicle represents the BMW brand’s innovative strength and identity as the leading architect of future mobility. In the BMW VISION NEXT 100, the focus is on the driver, who chooses how to experience “Sheer Driving Pleasure” – actively driving themselves or supported by driver assistance functions, all the way to autonomous driving.

At BMW, innovation takes place in the present, as well as the future, throughout the model line-up: **The BMW 100 Years Innovation Models with Centenary Package**, in BMW’s German showrooms since March, is proof of this. BMW customers can already enjoy a taste of the future in these models. The Centenary Package is offered for all BMW 1 Series, 2 Series, 3 Series and 4 Series models, as well as the BMW X3 and X4 and two new plug-in hybrid models, and features the most innovative special equipment currently available:

BMW Head-Up Display and Speed Limit Info; BMW ConnectedDrive (incl. Concierge Service, RTTI, Deezer, Napster, email); Driving Assistant (pedestrian and collision warning, lane departure warning); BMW Navigation System Business and much more.

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In Germany, in an **integrated campaign concept**, the Innovation Models and Vision Vehicle will be deployed in waves in all channels – TV, print and online, as well as retail communications, CRM and at events.

All classic communication elements lead into the **Content Hub** www.bmw.de/next100, with an overview of all relevant information about the Vision Vehicle, the Innovation Models and Innovation Days at retailers. An interactive timeline also shows selected BMW brand milestones of the past 100 years.

The **print campaign** highlights the BMW VISION NEXT 100 and the 100 Years Innovation Models with Centenary Package in the same futuristic setting.

The **TV commercials**, which will be broadcast in several waves in various formats, focus on the BMW VISION NEXT 100.

The German TV spot builds on the international campaign based around the claim "Exciting Times Ahead". The film "Innovation Lane" is a dynamic timeline on four wheels, showing the BMW VISION NEXT 100 Vision Vehicle and innovative milestones in BMW brand history.

Uwe Dreher, head of International Brand Communications BMW, BMW i, BMW M commented: "This is not about individual innovations; BMW has always questioned the status quo – and that attitude is conveyed by this campaign."

The convoy is initially led by a BMW i8 and the new BMW 7 Series, until joined by the VISION NEXT 100, which takes its place at the head of the innovative vehicle fleet as it drives off into the future. In Germany, five of the 14 Innovation Models follow the Vision Vehicle into the future.

The highlight of the German campaign will be at **BMW dealerships**: On 30 April 2016, more than 530 dealers will host the BMW Innovation Day, where customers, prospects and dealers can celebrate the anniversary of the BMW brand at local level and look ahead together to the mobility of the future.

Visitors will be able to experience the 100 Years Innovation Models for themselves. Participating BMW dealerships will also offer visitors a closer look at the interior and exterior of the BMW Vision Next 100 through the **Vision Gate**, a futuristic sculpture with a display with Augmented Reality capabilities.

Connectivity leadership across the entire model line-up has become a distinguishing feature for BMW. To allow visitors to experience Connected Drive live

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for themselves in the showroom, retailers will also be hosting the centrally coordinated "Connected Drive Challenge". Through the BMW Connected Drive Portal, the customer can participate live in a contest to win 100 days in a BMW of your choice – with priceless BMW moments guaranteed.

The BMW 100 Years Innovation Models will also have a special role in **event marketing** in Germany. The German innovation fleet will be present at major BMW Events, including the BMW Open in May and the BMW International Open in June.

"HELLO FUTURE", the German campaign to mark the 100th anniversary, combines brand and retail communications, innovations of the future and innovations of today.

Agencies:

TVC, centenary models:	Heye GRID
Print, centenary models:	Heye GRID
Media Germany:	MediaPlus
BMW.de:	Hi-ReS!
TVC "Innovation Lane":	Interone
Print "BMW Vision Next 100":	Interone

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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.

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In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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