

Media Information  
20 February 2017

## **BMW Luxury Excellence Pavilion premieres during Berlinale 2017**

### **Pop-up showroom for innovation and aesthetics in Berlin's Ministergärten**

**Berlin.** From 9 to 19 February, to coincide with the 67th Berlin International Film Festival, the Ministergärten (Ministerial Gardens) hosted a completely new form of BMW brand experience: the BMW Luxury Excellence Pavilion. The temporary pavilion showcases the BMW brand's extensive expertise in contemporary luxury, innovative technologies, high-quality design and fine craftsmanship in a unique pop-up showroom that brings the experience to life for customers. Following its world premiere in Berlin, the BMW Luxury Excellence Pavilion will be deployed around the globe at events that are relevant for the target group.

With the BMW Luxury Excellence Pavilion, BMW is adopting a new approach to reach out to an urban luxury-conscious target group. The fully-variable modular design of the pop-up pavilion concept means that temporary brand displays can be set up at or near relevant targeted events. Customers can obtain a comprehensive overview of BMW's expertise in luxury cars, discuss equipment and individualisation options in depth with a Product Genius and even order their personally configured automobile – all with a focus on the premium customer experience.

“With the BMW Luxury Excellence Pavilion, we are creating a BMW presence in exactly the places where our customers like to spend time. It is a persuasive concept that provides the BMW brand with a platform for its contemporary interpretation of luxury,” according to Uwe Dreher, head of Brand Communications BMW, BMW i and BMW M.

Over a period of ten days, the BMW Luxury Excellence Pavilion, set up in the Ministergärten in the heart of the capital between Potsdamer Platz and the Brandenburg Gate, celebrated the BMW brand's modern understanding of luxury. The temporary pavilion, built in the classical modern style, fits perfectly into the expansive landscape of the Ministerial Gardens, the floating geometry of its architecture resonating with a timeless elegance and engagingly cosmopolitan outlook. This is where the BMW welcomed its customers and guests from the

Firm  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 Munich

Phone  
+49 89 382 28556

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

Media Information

Date 20 February 2017

Subject BMW Luxury Excellence Pavilion celebrates world premiere during Berlinale 2017

Page 2

worlds of culture and business in a unique atmosphere inspired by aestheticism, craftsmanship and perfection.

The ground-breaking BMW 740Le iPerformance and the electrifying BMW i8 Garage Italia CrossFade, with their breath-taking design and innovative technologies, awaited visitors outside the pavilion.

Inside, visitors discovered exciting insights and exclusive background information as well as the quality, vision and design of BMW vehicles – presented around a unique highlight: the BMW 750Li xDrive with special Brilliant White paint finish and fine-grain BMW Individual Merino leather upholstery in Fiona red, fitted with top-of-the-range items from the BMW Individual Manufaktur and parts from the full range of BMW M Performance Parts.

A private viewing of the work of renowned Berlin photo artist Ken Schluchtmann completed this fascinating experience of contemporary luxury. Schluchtmann presented his award-winning photography project “Architecture and landscape in Norway” exclusively in the BMW Pavilion.

During the Berlinale, BMW was also the official partner of the 99FIRE FILMS AWARD 2017, the world’s largest short film and content creator competition. To mark the ninth anniversary of the award, the BMW Pavilion hosted an exclusive reception for the jury on 16 February. Afterwards, members were driven to the red-carpet event in the Admiralspalast and the now-legendary after-party in BMW 7 Series.

The BMW Luxury Excellence Pavilion celebrated its premiere in Berlin, with further attractive locations worldwide already scheduled. BMW will make guest appearances at venues including Warsaw and Moscow – the latter in cooperation with the famous Bolshoi Theatre; in St. Petersburg, during the White Nights; in Porto Cervo, Sardinia; in Toronto, during the TIFF Film Festival and in Singapore’s Marina Sands Bay.

Media Information

Date 20 February 2017

Subject BMW Luxury Excellence Pavilion celebrates world premiere during Berlinale 2017

Page 3

If you have any questions, please contact:

**BMW Group Corporate Communications**

Bernhard Ederer, Business and Finance Communications, Press Spokesperson BMW Group  
Marketing and BMW Group Sales Germany  
[Bernhard.Ederer@bmwgroup.com](mailto:Bernhard.Ederer@bmwgroup.com), Telephone: +49-89-382-28556, Fax: +49-89-382-24418

Media website: [www.press.bmw.de](http://www.press.bmw.de)

Email: [presse@bmw.de](mailto:presse@bmw.de)

**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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>