



Media Information
11 August 2017

Expedition into the urban jungle for the new BMW X2. Through the city in an extravagant digital camouflage design.

Munich. The new BMW X2* still has some time to go before its highly anticipated world premiere. But even though it's still in its development phase, the latest Sports Activity Coupé from the BMW X family set off on an exploration trip into its future environment – the urban jungle.

And the outfit chosen by the new BMW X2 was just right for this adventure: its athletic contours were dressed in a spectacular camouflage design that was absolutely perfect for a jungle excursion. The striking finish in yellow, grey and black highlights the distinctive qualities of the new Sports Activity Coupé in optimum fashion. The unusual design is based on a digital pattern and expresses the innovative spirit and future orientation of the BMW Group.

So it was hardly surprising that the new BMW X2 was the centre of attention on its expedition. Anyone who came across it during the tour was able to gain an early impression of its extravagant, contemporary design and sporty flair – a great opportunity to get to know the perfect Sports Activity Coupé for young, extrovert and active individuals.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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