

Media Information
10 November 2017

“Be the one who dares”: the **BMW X2 Holo Experience** **BMW and Microsoft develop unique mixed reality** **experience for new BMW X2 campaign**

Munich. BMW and Microsoft are transforming part of the “Be the one who dares” campaign for the new BMW X2 into a fun high-tech experience. In a unique mixed reality application, the two partners are weaving physical reality and digital content into an experience exclusively available on Microsoft [HoloLens](#).

The BMW X2 Holo Experience and Microsoft HoloLens immerse users in the world of the BMW X2, where they can get to know the new model in an interactive way. Fun challenges alternate with creative elements. For example, the BMW X2 must be guided out of a maze or can be given a new colour in a paint tank. The BMW X2 Holo Experience revisits elements of the campaign to ensure high recognition value and ends with a holographic selfie for the user’s own social media channels. Prospective customers can then take the BMW X2 for a test drive.

“The X2 will appeal to a relatively new, young and digitally-savvy target group that is also looking for unique and contemporary experiences from communications”, according to Uwe Dreher, head of Brand Communication BMW. “The Holo Experience delivers the desired technical wow-effect, which we hope will maximise our appeal to this target group in a fun and entertaining way, using innovative technology.”

“Mixed reality enables companies to take the next step in the process of digitalisation”, explains Michael Zawrel, Senior Product Manager Mixed Reality & HoloLens Germany. “The BMW X2 Holo Experience shows how companies can bring their products to life by blending the physical and the digital world in a totally new way.”

The BMW X2 Holo Experience, based on Microsoft HoloLens and Windows Mixed Reality, will be available internationally at selected BMW dealers, in exclusive “closed rooms” and formats such as the Brand Experience Centre.

Visitors can already experience the BMW X2 in digital form at the BMW branch in Berlin, the BMW branch in Munich and the Automag München or the Brand Experience Centre in Zurich.



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The BMW X2 Holo Experience fits seamlessly into the "Be the one who dares" campaign for the new BMW X2, which will accompany the newest and most extroverted member of the X family from the start of communications in late October 2017 to its market launch in March 2018.

The BMW X2 (with a combined fuel consumption of 6.3 – 4.5 l/100 km and combined CO₂ emissions of 144 – 118 g/km*) is more than just another BMW X model. With its distinctive design and sporty urban genes, it makes a bold statement in its class and within the BMW X model family. Its unique character especially appeals to the young and young-at-heart, extroverted and active people who value individuality, genuine driving pleasure and lifestyle, without having to give up functionality. They live in urban settings, lead an active life and are highly connected to the digital world.

Based on in-depth data analysis, BMW is reaching out to its fans, customers and prospects in their respective digital lives – with highly relevant customised content. An affinity for film and music, as well as gaming and new technologies, are an essential aspect of the urban, cosmopolitan target group that the BMW X2 Holo Experience appeals to in an optimal way with highly relevant content.

Further components of the campaign will be revealed over the coming months as "Be the one who dares" reaches out to new digital target groups on diverse social media platforms in an unusual way.

Further Links:

<http://news.microsoft.com/de-de/mixed-reality-bmw/>

If you have any questions, please contact:

BMW Group Corporate Communications

Julian Hetzenecker
Communications BMW Group Sales and Marketing Germany and BMW Group Marketing
BMW Group Business and Financial Communications
Telephone: +49 89 382 39229
Email: julian.hetzenecker@bmw.de

Micaela Sandstede
Press Spokesperson BMW Group Sales and Marketing Germany and BMW Group Marketing
BMW Group Business and Financial Communications
Telephone: +49 89 382 61611
Email: micaela.sandstede@bmw.de



Internet: www.press.bmwgroup.com

Email: presse@bmw.de

Die BMW Group

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Im Jahr 2016 erzielte die BMW Group einen weltweiten Absatz von rund 2,367 Millionen Automobilen und 145.000 Motorrädern. Das Ergebnis vor Steuern belief sich auf rund 9,67 Mrd. €, der Umsatz auf 94,16 Mrd. €. Zum 31. Dezember 2016 beschäftigte das Unternehmen weltweit 124.729 Mitarbeiterinnen und Mitarbeiter.

Seit jeher sind langfristiges Denken und verantwortungsvolles Handeln die Grundlage des wirtschaftlichen Erfolges der BMW Group. Das Unternehmen hat ökologische und soziale Nachhaltigkeit entlang der gesamten Wertschöpfungskette, umfassende Produktverantwortung sowie ein klares Bekenntnis zur Schonung von Ressourcen fest in seiner Strategie verankert.

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