

BMW.com relaunch: The new digital home of the BMW brand

BMW upgrades central website to a unique and modern storytelling experience

Munich. Listicles, infographics and “swipeable” navigation, covering a wide range of fresh new topics: The relaunch of BMW’s international brand homepage, BMW.com, goes far beyond mere design optimisation. BMW is one of the first automotive brand worldwide to adopt an editorial approach using Google AMP technology to give the brand a modern, attractive media offering that is seamlessly integrated into the media usage of fans and prospective customers around the world.

New content, new formats

The new BMW.com is designed to address a broad audience and serves as the central access point for a wide range of different topics from the world of BMW and beyond. The subjects mainly revolve around mobility and lifestyle, ranging from brand-related content to design, innovation and performance, to areas beyond the car, such as lifestyle, culture and travel.

There is plenty to explore: articles on electro-mobility, car-sharing and autonomous driving alternate with interesting and entertaining content about urban architecture, crazy traffic rules from around the world or tips for long road trips with pets – always in a brief, easy-to-digest format with extensive multimedia content. In addition to traditional content, such as articles, videos and photo galleries, easy-to-consume “snackable” formats, like listicles and infographics, maximise the appeal to readers.

“The new BMW.com is much more than a classic relaunch. The website has been rebuilt from scratch and illustrates how we are systematically rethinking and rejuvenating BMW brand communications,” explains Jörg Poggenpohl, Head of Digital Marketing BMW. “We want to offer an informative, entertaining platform with relevant content for all BMW fans and people who have not yet come into contact with our brand – all in an appealing format that fits perfectly with modern communication behaviour.”

Media Information

Date

1 March 2018

Subject

Relaunch of BMW.com: the new digital home of the BMW brand

Page

2

Optimised for mobile devices with AMP and PWA technology

Page navigation is geared towards mobile devices, using PWA (Progressive Web Apps) technology. On the new BMW.com, one swipe is enough to get an idea of the new brand alignment. The user navigates between animated articles in the way they are familiar with from many smartphone apps. With full-screen videos and entertaining content, the site has more in common with formats like Snapchat Discover and social media timelines than classic mobile websites with a more static feel.

BMW is one of the first automotive brands to use Google's "Accelerated Mobile Pages" (AMP) for mobile loading in less than two seconds. This feature with its fast access times was previously almost exclusively available for articles from classic news providers. As a result, BMW.com slots perfectly into the media behaviour of modern social media users looking to kill time while waiting at the gate or during their lunchbreak, and who prefer to consume media spontaneously on the go.

"For search terms like 'autonomous driving', our editorial coverage during the Consumer Electronic Show (CES), came out on top in Google's unpaid search listings, even ahead of pages like Wikipedia," explains Poggenpohl. "To achieve this, you need the perfect balance between strong content, modern technology and classic search engine optimization."

Editorial coverage with data power

The new BMW.com is more than just another brand platform with interchangeable corporate publishing material. BMW is creating real added value for readers by offering highly relevant content. Static campaign orchestration, which centres more on market launches, new models and product cycles, takes a backseat. Instead, BMW marketing experts adopt an editorial focus, geared towards the individual needs of fans and prospective customers.

BMW has also reorganised its marketing team. A specially-formed content studio is pivotal to all content-related decisions. It constantly receives input from real-time data analysis to identify relevant content for the target group, as well as trending topics on social media. Appropriate content can be produced and published within a very short space of time and rolled out through all BMW digital channels. This

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Subject

Relaunch of BMW.com: the new digital home of the BMW brand

Page

3

ensures that the BMW brand and its international online presence are always on top of new developments and set the tone for communications.

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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. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 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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