

Press Release
28 September 2018

Featured to perfection. BMW Group Classic wins two Dolphins in Cannes.

BMW Group Classic earns two trophies at the award ceremony for the Corporate Media & TV Awards held in the film-festival city in the South of France – the video Christmas greeting “Santa’s Choice” wins the Golden Dolphin in the category “Viral” and a Silver Dolphin in the category “Social Media and Short Videos” goes to animation film “40 Years BMW M1”.

Munich/Cannes. Successful performance for a fascinating anniversary: BMW Group Classic collected two of the coveted trophies at the Corporate Media & TV Awards in Cannes with its video homage to the BMW M1 presented 40 years ago. The Christmas greeting video created by BMW Group Classic with the title “Santa’s Choice” was awarded a Golden Dolphin in the film-festival city in the South of France. The animation film “40 Years of BMW M1” earned a Silver Dolphin in the category “Social Media and Short Videos”. The two prize-winning films were created in a cooperation between BMW Group Classic and its long-standing partner – media agency Shot One.

The Cannes Corporate Media & TV Awards rank among the most important international awards in the area of business films. Since 2010, the competition held in Southern France’s film-festival city has annually conferred awards on the world’s best corporate films, online clips, documentaries, reportages and TV productions. The international specialist jury includes seasoned marketing and communications experts as well as Oscar and Emmy winners from the cinema and TV industry who decide on the winners and placings in a total of 42 competition categories. Representatives of BMW Group Classic and Shot One accepted the awards bestowed at the finale to the Awards Days in a gala ceremony.

The Christmas greeting posted by BMW Group Classic at the end of 2017 was awarded a Golden Dolphin in the category “Virals”. The humorous and atmospherically filmed clip lasting just one minute is entitled “Santa’s Choice”. It focuses on presenting Santa Claus as an aficionado and fan of classic cars. “Santa Claus” is searching the exhibition hall at BMW Classic in Munich for the “Coolest Ride for Christmas” and finds the appropriate alternative to the traditional reindeer sleigh. While he is looking, he discovers numerous legends from the motor-sport history of the BMW and MINI brands before finally selecting the BMW M1. The red supersports car has the name “Rudolf” on the registration plate and greets its new driver with a wink of its characteristic pop-up headlights.



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The award-winning viral clip can be seen on the Internet at

<https://www.youtube.com/watch?v=m4qpRKCe-Gg>.

A Silver Dolphin went to the animation film “40 Years BMW M1” in the category “Social Media and Short Videos”. The 60-second spot recalls the debut of the mid-engine sports car in 1978. The BMW M1 moves among worlds of colour and graphical patterns typical of the 1970s in its award-winning anniversary clip. It drives through a virtual world of consumer articles, music and fashion styles of the era. The role of the BMW M1 as the fastest German series sports car of its time is saluted as much as its racing performances in the Procar Series where famous Formula 1 drivers raced against each other. And the BMW M1 designed by US artist Andy Warhol as a BMW Art Car also features in the entertaining clip. The clip awarded the Silver Dolphin can be seen on the Internet at

<https://www.youtube.com/watch?v=qNsZ4lhuGtQ>.

For questions please contact:**BMW Group Communication and Governmental Affairs**

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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 30 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 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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