

“Hey Mona Lisa...”**BMW spotlights new BMW Intelligent Personal Assistant at the “Mondial de l’Automobile 2018” in Paris with a spectacular installation**

Paris. With an enigmatic smile that has mesmerised audiences for more than 500 years, Leonardo Da Vinci’s world-renowned Mona Lisa is undoubtedly one of the most famous paintings of all time. Anyone who looks into her eyes cannot help but wonder: Who is she, and what is she thinking? The BMW Group has now revealed her secrets in an eye-catching campaign to promote the new BMW Intelligent Personal Assistant on the square in front of Centre Georges-Pompidou in Paris. Passers-by could ask the icon questions – and learn surprising facts about the mysterious lady. For the BMW Intelligent Personal Assistant, BMW broke the Mona Lisa’s silence.

<https://www.youtube.com/watch?v=LRtTOM2wQs>

10-metre-high Mona Lisa talks to passers-by

Anyone who wished to have a conversation with Mona Lisa could do so from 1-3 October on the square in front of the Centre Georges-Pompidou in the heart of Paris. The campaign was part of the BMW Group programme for the Paris Motor Show, the “Mondial de l’Automobile 2018”. While visitors to the Louvre are often surprised by how small the Mona Lisa is in real life, the talking version has impressed with its size alone. 10 metres high and 7.5 metres wide, visitors could check out the enormous LED installation for three days in Paris. The total structure, which was unveiled on Monday after four days of construction, weighs in at 36 tonnes.

Using face-tracking, Mona Lisa was also able to move her face and hands on the 75-square-metre LED screen and answer questions visitors speak into a microphone. The grande dame spoke fluent French, English and German. It turned out Mona Lisa is a car enthusiast and especially looking forward to the new BMW 3 Series Sedan, which already comes with integrated BMW Intelligent Personal Assistant and celebrated its world premiere at the “Mondial de l’Automobile 2018”.

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"The BMW Mona Lisa installation brings a world-culture icon into the 21st century and creates a platform with global reach for the BMW Intelligent Personal Assistant. The result is a clear symbol of how innovative connectivity features and voice assistants can change our world and interaction between humans and machines," explains Stefan Ponikva, head of BMW Events and BMW Group Automotive Shows. "The BMW Group has set the pace for connectivity and intuitive operation for decades. With the BMW Intelligent Personal Assistant, BMW is redefining the driving experience and interaction with the vehicle."

The live installation was accompanied by a social media campaign. Those unable to make the trip to Paris to experience the installation could also visit BMW's international Facebook page (www.facebook.com/bmw). To coincide with the start of communications for the new BMW 3 Series Sedan, questions about the vehicle and the BMW Intelligent Personal Assistant have also been answered there by the talking Mona Lisa.



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New BMW Intelligent Personal Assistant on board from March 2019

The BMW Group campaign focused attention on the new BMW Intelligent Personal Assistant, which will be riding along as a digital passenger in selected BMW models from March 2019. It helps the driver operate the vehicle, by controlling vehicle functions as and when they are needed. For example, BMW's Intelligent Personal Assistant will respond to "Hey BMW, I'm cold" by turning up the heating. It can also explain many functions ("How does the High-Beam Assistant work?"), help find a parking spot and ensure the driver feels comfortable – for example, by activating a vitalisation programme with light, temperature and music effects to prevent fatigue. A special feature is that the digital assistant can also be given a name.

There are already more than 11 million connected BMW Group vehicles on the roads worldwide, as well as three million registered BMW Connected users. The BMW Intelligent Personal Assistant is poised to continue this success story.

Agencies.

Concept and implementing: Jung von Matt / Next Alster & Jung von Matt / Sports
Social Media: Territory Webguerillas

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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.

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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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