

Media Information
3 May 2019

BMW Group launches new communication format.

- New infotainment platform BMW Group #NEXTGen kicks off.
- Stakeholder format for dialogue, premieres and workshops on the mobility of the future.
- Three-day event at BMW Welt.

Munich. The BMW Group will strike out in a new direction with regard to how it presents its future technologies, services and products. From 25 to 27 June 2019 the company invites selected international journalists, analysts and further stakeholders to “BMW Group #NEXTGen” at BMW Welt in Munich. The event is also live-streamed publicly.

The company is expanding its global commitment at international motorshows as well as tech and future-topic shows with an independent and periodic individual mobility format “made by BMW Group”. Apart from world premieres of new models, the focus will above all be on the latest state of technological developments from all D+ACES levels of the company:

Design, Autonomous Driving, Connectivity, Electrification, Services.

Harald Krüger, Chairman of the Board of BMW AG, states: “We clearly defined our claim and the path we will take with Strategy Numer ONE > NEXT in 2016 already. Our product initiative and our investment into the D+ACES topic of the future are proof of this. With #NEXTGen we are also treading new communication paths with the focus on conducting a dialogue about individual mobility topics. We want to shape the future together and provide solutions.”

Further information about the BMW Group #NEXTGen kick-off event will follow soon.

Corporate Communications

Press release

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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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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