

Media Information
27 August 2019

Brightly coloured and full of driving pleasure: the launch campaign for the new BMW 1 Series.

The new model for the premium compact segment is presented for its international market launch in exceptionally entertaining TV and social media commercials.

Munich. With fresh aesthetic appeal, captivating dynamism and a wealth of fascinating details, the campaign for the worldwide market launch of the premium compact model very much reflects the character of the new BMW 1 Series itself. The elaborately produced short films show the new BMW 1 Series as the most exciting vehicle in its class, offering exceptional opportunities to experience hallmark brand driving pleasure. Viewers see the sporty 5-door model showcased in entertaining style with modern imagery and vivid colours, featuring not just rapid pan shots and fast cutting but also several comical elements. The co-star of the films – alongside the new BMW 1 Series – is a rooster who performs spectacular tricks on a skateboard.

With its modern design style, suspension technology enabling maximum agility and innovative connectivity features such as the BMW Intelligent Personal Assistant, the new BMW 1 Series offers a progressive form of driving pleasures geared specifically towards young target groups. This character is also reflected in the launch campaign. “With the launch of the BMW 1 Series and the campaign created for this purpose, we’re not just demonstrating that the third edition of this model leads the compact class in terms of driving dynamics, we’re also making a clear statement about design and lifestyle”, says Michael Sommer, Head of Brand Communication BMW.

The campaign films were shot in Cape Town, South Africa and directed by Specter Berlin, an established name in the hip-hop scene as co-founder of the Aggro Berlin label. He has also made a name for himself with music videos for Marteria and other hip-hop artists. The most recent production of his to attract attention was a video for the band Rammstein. In addition, Specter Berlin has been successfully involved in marketing campaigns for many years. It is his blending of the classic elements of product communication with a modern video-clip aesthetic that gives the campaign films for the BMW 1 Series their distinctive appeal.

In addition to a 30-second TV commercial, several 15-second cut-downs and other formats were also produced for use on social media channels. All

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communication instruments reflect the vivid, colourful character of the campaign. Thanks to the sheer power of the images, the communication does entirely without any additional product claim. The new BMW 1 Series is presented solely with its model name as “THE 1”.

The figures for fuel consumption, CO₂ emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen and at <https://www.dat.de/co2/> free of charge.

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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 15 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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