



Press release
11 June 2021

The first-ever BMW iX and the first-ever BMW i4: Joint global campaign plays to the rhythm of Coldplay's new hit. "Higher Power" becomes the soundtrack for TV commercials for the debut of the new all-electric BMW models. Kick-off for a long-term cooperation between BMW and the Warner Music mega-band with sustainability as the unifying element.

Munich. Local emission-free driving pleasure has never been greater than with the first-ever BMW iX and the first-ever BMW i4. The fitting soundtrack for the debut of the latest all-electric models is called "Higher Power" and comes from the British band Coldplay. You can hear the quartet's latest single in the TV commercials filmed for launching the joint worldwide communication campaign for the two new models. It delivers the perfect message with the lyric line "This joy is electric". The song for a new era of individual mobility marks the beginning of a long-term collaboration between BMW and Coldplay.

Back in 2014, Coldplay, made up of Chris Martin, Jonny Buckland, Will Champion and Guy Berryman, performed before 1,500 fans at the end of their "Ghost Stories Tour" at BMW Welt in Munich. On the basis of the contact established at that time, a creative connection has now been established between the premium car manufacturer and the band, which has achieved worldwide success in the charts. This is based in particular on a common interest in sustainability in various areas of life.

"In the initial discussions we quickly realised: Coldplay and BMW share many common goals that go far beyond marketing," says Jens Thiemer, Senior Vice President Customer and Brand BMW. "Based on this we developed a real co-creation in which the band actively contributed their thoughts and attitude to the design of our campaign for the BMW iX and the BMW i4." The shared awareness of sustainability gave rise to an intensive creative process between BMW and the British musicians and which will produce further co-created elements later in the year.

For the BMW Group, the premiere of the BMW iX and the BMW i4 is an important milestone in the current phase of its transformation towards electric mobility. The company expects all-electric models to account for at least 50 percent of its global vehicle sales as early as 2030. The Coldplay musicians are looking for innovative ways to combine their popularity and performances in front of thousands of enthusiastic fans with a positive impact with regard to sustainability.



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The band said "We are proud to partner with BMW as part of our efforts to make everything we do as sustainable as possible. The technology that BMW use for their electric cars can power our live performances almost entirely from renewable energy."

For the premiere of their new song "Higher Power", Coldplay already managed to overcome the usual boundaries of the music business. Last month, Coldplay premiered "Higher Power" in space. The song was played for the first time by French astronaut Thomas Pesquet on the International Space Station. Shortly after, the band played its first live set of 2021 for earthly audiences in a special livestream from the site of Glastonbury Festival.

With the launch for the campaign film for the BMW iX and the BMW i4, fans all over the world can now enjoy the sound of "Higher Power". "And that's just the beginning," announces Stefan Ponikva, Vice President BMW Brand Communication and Brand Experience. "We are already looking forward to being able to realise exciting projects with regard to sustainability in an intensive and substantial collaboration with Coldplay."

https://www.youtube.com/watch?v=loYO_aNqYOI

Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. For ranges, the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. WLTP values are used as a basis for the assessment of taxes and other vehicle-related levies that are (also) based on CO2 emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on the 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-Scharnhausen 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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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