

BMW

Press and public relations work



Press information
Date 27/07/2022

BMW and Tomorrowland: Premiere of the all-electric BMW iX1 on the first day of the electronic music festival in Belgium.

- #UNITEDINJOY: the motto of this year's partnership between BMW and Tomorrowland
- Co-creation: festival visitors' wishes for the future gathered on the BMW iX1 x Steve Aoki
- Activation campaign at Brussels Airport in "The Magical Forest of Joy" by BMW

Munich. The countdown for one of the most magical festivals is over. The first of the three festival weekends kicked off on 15 July. After an absence of almost two years, Tomorrowland is finally back – bigger and better than ever.

BMW AG has been pushing an international expansion of its music strategy since 2019, with music being one of the most important pillars in the global marketing mix of BMW. "Music inspires, shapes memories, and encourages people to come together. It speaks one global, emotional language," says Stefan Ponikva, Head of Brand Communication and Experience. "As a relationship brand with 'joy' at its core, Tomorrowland is a perfect match for us as a brand engagement."

The partnership between BMW Belux and Tomorrowland, up to now only a local one, will be expanded to the European level, creating unique opportunities for even more activation campaigns. The musical journey began at Brussels Airport in mid-June with the extraordinary theme "The Magical Forest of Joy" by BMW. A large-scale call-to-action campaign with a staggering reach of more than 15 million followers was also launched via the Tomorrowland platform.

A message of joy and sustainability for "Tomorrow People".

A unique design for a unique car and a unique festival! What makes the new all-electric BMW iX1 x Steve Aoki particularly special is that it carries with it all the wishes and aspirations of festival visitors. A dedicated website was set up just for this purpose, where a personal "Message of Joy" – a message, a feeling or a positive thought about the future – can be shared with the world: #UNITEDINJOY.

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Steve Aoki, two-time Grammy-nominated music producer, artist, fashion designer, entrepreneur, and NFT visionary was the co-creator of the fancy car wrap for the BMW iX1, based on these "Messages of Joy".

The unique design of the new BMW iX1 x Steve Aoki will be on display in "The Magical Forest of Joy" by BMW during the three weekends of the festival. The BMW stand is open to all visitors where they can pose for photos and videos with the all-electric BMW iX1.

If you have any questions, please contact:

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The BMW Group

The BMW Group is the world's leading premium manufacturer of automobiles and motorcycles with its BMW, MINI, Rolls-Royce and BMW Motorrad brands, and a provider of premium financial and mobility services. The BMW Group production network comprises over 30 production locations worldwide; the company has a global sales network with representatives in over 140 countries.

The BMW Group achieved global sales of more than 2.5 million automobiles and over 194,000 motorcycles in 2021. Earnings before tax in the 2021 financial year amounted to €16.1 billion and turnover was €111.2 billion. The company employed 118,909 people worldwide as at 31 December 2021.

Long-term thinking and responsible action have always been at the heart of the BMW Group's economic success. The company set its course for the future very early on and consistently places sustainability and resource conservation at the centre of its approach – from the supply chain and production right up to the end of the use phase of all its products.

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