



Media information  
12 May 2023

### **World premiere in Cannes: the new BMW Films production "The Calm", starring Pom Klementieff, Uma Thurman and the BMW i7 M70 xDrive.**

+++ Short film brimming with thrills, spills and a star-studded cast set to premiere at the 76th Cannes Film Festival +++ Joseph Kosinski is executive producer, with Sam Hargrave directing; music score is from award-winning composer Hans Zimmer +++ Most powerful fully electric BMW model is the location for spectacular Hollywood action +++

**Munich/Cannes.** The latest BMW Films production will celebrate its world premiere at the 76th Cannes Film Festival in France. The short film "The Calm" will offer audiences an enthralling dose of Hollywood action on board the new BMW i7 M70 xDrive (electric power consumption combined: 23.8 – 20.8 kWh/100 km in the WLTP cycle). The fully electric range-topping model from the Bavarian premium carmaker will host the most spectacular scenes in the film, which has Pom Klementieff (Guardians of the Galaxy series) and Uma Thurman (Kill Bill series) in the leading roles.

The premiere of "The Calm" sees BMW writing the next chapter in the history of BMW Films productions. With Joseph Kosinski (Top Gun: Maverick) taking executive producer credits and Sam Hargrave (Marvel Cinematic Universe) in the director's chair, the seven-minute-long film also boasts the behind-the-camera star quality with which fans of BMW Films will be familiar. But that's not all: the soundtrack for "The Calm" is the work of film score composer Hans Zimmer, whose trophy cabinet includes two Academy Awards.

"To be able to be a part of BMW Films' legacy of creative filmmaking was an incredible opportunity," said "The Calm's" executive producer, Joseph Kosinski. "What Sam Hargrave has put together with Pom, Uma and the rest of the cast and crew is a perfect evolution of what BMW Films has always strived to deliver to fans. We are honoured to work with BMW for the return of this celebrated franchise."



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### **Spy thriller brings breathtaking action scenes to the rear of the BMW i7 M70 xDrive.**

In "The Calm", Pom Klementieff and Uma Thurman play a pair of secret agents who have been summoned separately to a meet point in Cannes. But first, the duo have to fight off some mysterious adversaries. Klementieff narrowly escapes a hijacking after an action-packed tussle in the rear of the BMW i7 M70 xDrive. And later she discovers that Thurman has had a similar altercation (off-screen) in her hotel room, getting the better of two villains. The two protagonists duly come together in the Hotel Martinez to piece together the story behind their secret mission, which also has the audience gripped by suspense.

"BMW Films is an integral part of BMW's rich history within the world of cinema," said Jens Thiemer, Senior Vice President Customer & Brand BMW. "With the debut of 'The Calm' at the 76th Cannes Film Festival, we welcome back an important part of our legacy. The creative and innovative nature of this short film showcases the cutting-edge approach this series has taken since the beginning. Bringing the franchise back in 2023 with two powerful female leads feels especially poignant. And the fact that our fully electric vehicles are at the sharp end of the world's first ever completely silent car chase sequence gives "The Calm" an additional relevance."

"We're thrilled for all film fans to experience 'The Calm'", said Stefan Ponikva, Vice President Brand Communication and Brand Experience BMW. "When we started out with this project, we knew we were working within a set of high standards, and we're proud to be building on that tradition with this new and compelling storyline. This is a comeback that will give us all a lot of pleasure, I am convinced of that!"

### **Premiere of The Calm on the BMW Theatre Screen in the BMW i7.**

This is a world premiere with a twist: Not only was "The Calm" filmed in a BMW i7 (among other locations), it will also be shown for the first time exclusively in the rear of the all-electric luxury sedan on 17 May 2023. Providing the requisite cinematic experience is the BMW Theatre Screen. This 31.3-inch panoramic display, which extends down from the headliner and spreads out horizontally



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across virtually the full width of the interior, teams up with the integrated Bowers & Wilkins Diamond Surround Sound System with 36 speakers to bring an unparalleled entertainment offering to the second row of seats. The Bavarian premium carmaker – which, as an Official Partner of the film festival, is also laying on a shuttle service of more than 200 electrified vehicles for the event – will transform the luxury sedans into exclusive private cinema lounges in Cannes, delivering a very special premiere experience.

“The Calm” is the latest instalment in the long history of BMW Films productions. For example, “The Hire” – a series of short films acclaimed by fans and critics alike – marked its place as a maverick in the digital film space before social media platforms existed. It was released exclusively online at BMWfilms.com and generated over 100 million views in the days before the proliferation of high-speed internet and YouTube. Most recently, “The Escape” captivated audiences with a suspenseful storyline around themes such as love, war, fear and death. And “The Calm” continues very much in the tradition of the original BMW Films productions, which have been directed by some of Hollywood’s best and brightest talents.

Movie fans will be able to enjoy the full-length version of “The Calm” on the [BMW YouTube channel](#) from 17 May 2023. Before then, a teaser for the film will be released on BMW’s social media channels, offering a tantalising preview of what’s to come.



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All figures relating to performance, fuel/electric power consumption, CO<sub>2</sub> emissions and electric range are provisional.

The fuel consumption, CO<sub>2</sub> emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at [www.bmw.de/wltp](http://www.bmw.de/wltp).

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.

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**The BMW Group**



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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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