



Media information
02 June 2023

BMW thrills in Cannes with Hollywood action and a sustainable marine experience.

+++ BMW reprises its role as Official Partner of the Cannes Film Festival after debut last year +++ World premiere for the new BMW Films production "The Calm" +++ The ICON combines innovative luxury with emission-free mobility on water +++

Munich. More than 200 fully electric vehicles, a spectacular short film featuring Hollywood stars and a revolutionary marine experience: in its second year as Official Partner of the Cannes Film Festival, BMW majored on sustainable luxury, electrifying action and progressive mobility on water.

The shuttle service on the transfer routes around the Palais des Festivals et des Congrès gave the international guests, festival participants and VIPs the opportunity to experience locally emission-free premium mobility in a luxury car. The highlight of the festival fleet was the new BMW i7 M70 xDrive (electric power consumption combined: 23.8 – 20.8 kWh/100 km in the WLTP cycle). The most powerful fully electric BMW model also plays a lead role in the latest BMW Films production. At the heart of the short film "The Calm" debuting at Cannes is a silent car chase sequence featuring the luxury sedan. Meanwhile, in the port area of the southern French town, BMW teamed up with boat maker TYDE to unveil a new form of emission-free mobility on water: The ICON, a revolutionary watercraft with battery-electric drive and a trailblazing design.

The ICON: innovative marine experience captures the imagination of an international audience.

The 13.15-metre-long watercraft The ICON represents a maritime interpretation of emission-free and luxurious mobility. The use of hydrofoils (wing structures below the water level) enables a top speed of 30 knots (55 km/h) which, together with a range of more than 50 nautical miles, sees The ICON setting new standards for electrically powered watercraft. The audience in Cannes were enthralled by the craft's almost silent progress with no noticeable swell and its sumptuously appointed interior.

While project initiator BMW provided the necessary knowhow and Designworks – the BMW Group's innovation hub – was charged with the design of the craft, the conception and realisation work was carried out by boat maker TYDE. The drive sound and function tones were the creations of film score composer Hans Zimmer.



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The ICON is focused on modern, urban lifestyles and it will be possible for future variants to be personalised by their customers and used as a means of marine transport both in the luxury-conscious private sphere and in the commercial sector.

Star-studded cast and captivating action: “The Calm” is the latest instalment in the series of BMW Films productions.

The BMW Pavillon at the Port de Cannes not only provided the launch point for demo runs with The ICON and the venue for fascinating panel discussions, it also hosted a very special cinematic attraction. Celebrating its world premiere as part of the festival was the latest BMW Films production “The Calm”, which boasts both an illustrious international on-screen cast and star quality behind the camera. Pom Klementieff and Uma Thurman, who play the leads in the breathless spy thriller, also attended the premiere of the seven-minute short film, together with Hollywood producer Joseph Kosinski and star director Sam Hargrave.

This was a film screening with a twist: the spy flick was shown exclusively in the rear of the new BMW i7. Ready and waiting to deliver this extraordinary in-car cinema experience in the quayside car park on the Côte d'Azur were around 40 examples of the new BMW 7 Series Sedan. Inside these exclusive private cinema lounges, the BMW Theatre Screen with 31.3-inch panoramic display and integrated 36-channel surround sound system laid on several unforgettable minutes of premium entertainment. And those who did not have the pleasure of watching the screening in the luxurious rear compartment of the BMW i7 can also enjoy “The Calm” at home from their couch via the [BMW YouTube channel](#).

The fuel consumption, CO₂ 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.



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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 CO₂ 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.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ 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

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.



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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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