



Media information
29 August 2024

New brand campaign for the BMW models in the luxury segment.

+++ Multi-channel communications content highlights technology and design of range-topping models amid breathtaking scenery ++
BMW 7 Series, BMW 8 Series, BMW X7 and BMW XM take starring roles in show of exclusive driving pleasure +++ International launch on YouTube and Instagram +++ TV commercials, outdoor and print advertising to follow +++

Munich. Bavarian premium carmaker BMW has come up with an innovative brand campaign to turn the heads of an international audience to the brand's current range of models in the luxury segment. The highly exclusive BMW 7 Series, BMW 8 Series, BMW X7 and BMW XM models are showcased as masterpieces of design and engineering amid breathtaking landscapes. The impressive images send out a message of exclusivity with a progressive flavour that appeals to all the human senses in a nuanced way, reflects our intellectual perspectives and provides us with meaningful experiences.

The new multi-channel campaign was launched on the YouTube and Instagram social media channels. Additional content will follow with country-specific packages of outdoor/print advertising and TV commercials. These communications activities will begin in the USA, followed – from September 2024 – by Germany, China, Great Britain, Japan, South Korea, Czechia, Poland and the Middle East.

"At the heart of the new brand campaign are the uncompromising performance, sophistication and inimitable style of our most exclusive models," says Bernd Körber, Senior Vice President BMW Brand Management and Product Management. "The imagery used in the campaign invites the viewer to experience the unbridled passion for design, craftsmanship and innovative technology inherent in every BMW."

The new brand campaign gets underway on the [BMW YouTube channel](#) with an emotionally engaging clip focusing on the BMW i7. The flagship model in the all-electric vehicle line-up stars in the 60-second film – titled "Lifelines" – as the embodiment of an exclusive and also progressive take on the brand's hallmark Sheer Driving Pleasure. Accompanied by a virtuoso music track, the car moves along an upland plain through a landscape bathed in atmospheric light. Here, the



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BMW i7 is presented as a car for individualists who approach the future with confidence and on their own terms, and take charge of their own destiny.

The campaign imagery also features the silhouette of a BMW 8 Series Coupé in front of the dynamically curving contours of a rocky landscape, the BMW X7 at the foot of a high mountain range with snow-capped peaks and the BMW XM on a stretch of beach with stormy winds and dramatically breaking waves. These powerful images are then joined by the company name: "Bayerische Motoren Werke" is written out in full.

This emphasises the uniqueness of the brand, its origins and its more than 100 years of heritage. At the same time, it also signals – alongside exclusivity and elegance – the confidence of a company that, over the course of its history, has repeatedly achieved enduring success with solutions developed in-house. This approach has prompted a genuine level of identification with its products in the luxury segment.

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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