



Media information  
20 June 2025

### **New BMW brand campaign uses dancing octopus to visualise the Heart of Joy central control unit.**

With its new brand campaign and "Meet Okto the Octopus" video, BMW provides an unusual insight into the operation of its new Heart of Joy central control unit. The star of the video is an octopus performing a perfectly coordinated underwater choreography – as an analogy for the way the Heart of Joy will intelligently coordinate key driving functions in future BMW vehicles, starting with the Neue Klasse models.

**Munich.** A new central control unit called the Heart of Joy is taking BMW driving dynamics to a new level – from standstill to the limits. It will make its debut in the BMW Neue Klasse models. The Heart of Joy combines with the BMW Dynamic Performance Control software stack to centrally control the powertrain, brakes and recuperation as well as some steering functions. Compared to previous systems, the new control unit processes driving information around ten times faster and responds more directly to the driver than ever before. The Heart of Joy passed its first public performance test at Auto Shanghai, as part of the BMW Vision Driving Experience.

The "Meet Okto the Octopus" video translates the new "superbrain's" power into cinematic poetry. The star of the video is an octopus. A fascinating animal that uses a decentralised nervous system to enable independent control of individual parts of its body. Much like a modern car has separate control units for braking, acceleration and steering. In the new BMW brand video, this scenario is reversed: the octopus is given a central nervous system and then moves in a synchronised, precise and controlled manner to perform an underwater waltz – while simultaneously avoiding hazards.

The video's concept and implementation are the work of the Jung von Matt Hamburg agency. The [video](#) will be shown online and in cinemas worldwide.



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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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