



Media information
12 May 2026

BMW showcases mobility at the Cannes Film Festival and presents the new BMW 7 Series for the first time in Europe in a luxurious international setting.

BMW is once again supporting the Cannes Film Festival as its official mobility partner, providing an exclusive shuttle service for filmmakers, guests and festival partners. This is the fifth time the car manufacturer has supported the prestigious festival, this year with more than 150 electrified vehicles. At the same time, the updated BMW 7 Series is making its European public debut in Cannes. Other highlights on the Côte d'Azur include BMW 7 Series cars that have made film history, and a panel discussion at the Plage des Palmes. BMW has also announced that it is extending the "BMW Art Makers" programme to the film industry. From 2027, it will promote artistic excellence and emerging talent in this field.

Munich/Cannes. Now in its 79th year, the Cannes Film Festival is one of the most significant events in the social and cultural calendar. International actors, directors, producers and creative professionals from all over the world are flocking to the Côte d'Azur. Moving beyond the confines of the film industry, the festival has established itself as a showcase for luxury, design and contemporary lifestyle. For BMW, Cannes once again provides the ideal backdrop to present innovations and the latest luxury models to an international audience.

This year's exclusive BMW shuttle fleet comprises more than 150 vehicles. These include, among others, the fully electric BMW i7 and BMW iX models, as well as the BMW XM plug-in hybrid. With its electrified vehicles, BMW is providing premium transport to festival-goers without generating local emissions.

The Cannes Film Festival: the perfect venue for the new BMW flagship model.

One of this year's highlights is the comprehensively updated BMW 7 Series. The seventh generation of this luxury sedan is the brand's flagship model and technology showcase. It will be presented to European audiences for the first time in Cannes. The BMW 7 Series plays a pioneering role in introducing Neue Klasse technologies to the existing range of BMW models. It also marks the start of a



Media Information

Date 12 May 2026

Topic BMW showcases mobility at the Cannes Film Festival and presents the new BMW 7 Series for the first time in Europe in a luxurious international setting.

Page 2

technology rollout across all powertrain types and vehicle segments from which all future BMW automobiles will benefit.

With the most extensive model update in the history of the BMW Group, the new BMW 7 Series sets new standards – particularly in the areas of design, digitalisation, comfort and electrified powertrain technology. Its monolithic exterior, the new BMW kidney Iconic Glow and the minimalist BMW Individual crystal headlights make for a striking presence. A world first is the BMW Individual Dual-Finish paintwork, which combines matt and metallic paint finishes in the same colour, with no visible transition where the two finishes meet. The interior of the BMW 7 Series combines luxurious materials and modern design with advanced technology. Highlights include the BMW Panoramic iDrive display and operating system introduced with the Neue Klasse, the first BMW Passenger Screen, the upgraded BMW Theatre Screen and an immersive lighting concept.

The new BMW 7 Series also underscores the brand's equitable drive-type approach. The powertrain range extends from efficient internal combustion engines with 48-volt mild-hybrid technology, through plug-in hybrid models, to fully electric variants with an electric range of over 720 kilometres according to WLTP. Sixth-generation BMW eDrive cylindrical cell technology is a key factor in this context.

Advanced assistance systems with BMW Symbiotic Drive and AI integration.

With advanced technologies and an increased use of artificial intelligence, the new BMW 7 Series Sedan sets new standards for comfort and safety in partially automated driving and parking. Innovative SAE Level 2 driver assistance systems and active safety features deliver tangible added value, while BMW Symbiotic Drive optimises the interaction between driver and vehicle.

The European premiere of the new BMW 7 Series will take place during the film festival (12–23 May) right on “La Croisette”, the busiest boulevard in Cannes. The worldwide market launch of the new BMW 7 Series will begin in July 2026.



Media Information

Date 12 May 2026

Topic BMW showcases mobility at the Cannes Film Festival and presents the new BMW 7 Series for the first time in Europe in a luxurious international setting.

Page 3

Starring roles for the BMW 7 Series in movies and in Cannes.

The BMW 7 Series has demonstrated its qualities as a luxury sedan in numerous movie and TV productions such as "Stranger Things", "Mission: Impossible" and "Red Sparrow". These vehicles driven by stars are the focus of an exhibition during the film festival. The cars on display include an E38 BMW 7 Series – the original car from the James Bond film "Tomorrow Never Dies".

Expansion of the "BMW Art Makers" programme to include film.

At the intersection of art, culture and mobility, BMW is expanding its successful "BMW Art Makers" programme to include film. From 2027, BMW will implement a targeted strategy to promote artistic excellence and support emerging talent in the film industry. The aim is to develop BMW Art Makers into a wide-ranging initiative as part of BMW cultural engagement. It builds on the established arts funding programme that sees BMW France annually supporting a curator-artist duo in the development of a new body of work, which is then presented at the Rencontres d'Arles and Paris Photo festivals. This year's award winners are Lara Tabet and Yasmine Chemali. In addition to its partnership with the Cannes Film Festival, BMW supports other major industry events such as the Marrakech International Film Festival and the Karlovy Vary International Film Festival as part of a cultural commitment spanning more than fifty years and involving hundreds of initiatives worldwide. BMW also supports young filmmakers in Malaysia with its "BMW Shorties" programme, for example.

Panel discussion at the Plage des Palmes.

The panel discussion at the Plage des Palmes will see distinguished guests discussing the importance of human craftsmanship in an era of technological revolution. Speakers include Iris Knobloch, President of the Cannes Film Festival, and the Emmy-nominated producer, writer and serial entrepreneur Mehret Mandefro. Born in Ethiopia and raised in the US, Mandefro and 20th BMW Art Car artist Julie Mehretu jointly founded the African Film and Media Arts Collective (AFMAC), which, in collaboration with the BMW Group, brings together filmmakers across the African continent through workshops and supports new productions.



Media Information

Date 12 May 2026

Topic BMW showcases mobility at the Cannes Film Festival and presents the new BMW 7 Series for the first time in Europe in a luxurious international setting.

Page 4

In case of queries, please contact:

Corporate Communications

Cypselus von Frankenberg, Product Communication BMW Automobiles

Telephone: +49-89-382-30641

E-mail: Cypselus.von-Frankenberg@bmw.de

Alexandra Landers, Head of Product and Brand Communication BMW

Telephone: +49-89-382-30871

E-mail: Alexandra.Landers@bmw.de

Internet: www.press.bmwgroup.com

E-mail: presse@bmw.de

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>