

**BMW Group: THE NEXT 100 YEARS.  
“Iconic Impulses. The BMW Group Future Experience”.**

World premiere of the MINI VISION NEXT 100

World premiere of the Rolls-Royce VISION NEXT 100

Exhibition and event platform “Iconic Impulses. The BMW Group Future Experience” at the Roundhouse, London, from 16 – 26 June

**London.** The BMW Group has today presented two world debuts to mark the opening of its exhibition and event platform, “Iconic Impulses. The BMW Group Future Experience”. Following the BMW VISION NEXT 100, unveiled at the Munich Centenary Event on 7 March, the two latest interpretations of future mobility come from MINI and Rolls-Royce and were presented at the Roundhouse in London. A fourth Vision Vehicle, by BMW Motorrad, will be premiered on 16 October in Los Angeles, USA, completing the BMW Group’s brand quartet.

**The BMW Group’s future vision**

The task of exploring how we will live and move around in the years and decades ahead is as challenging as it is interesting: how will society, the economy, living conditions and consequently our mobility change? What opportunities will new technologies open up for us? And what will digitalisation and connectivity mean for our future automotive needs?

These are the questions the BMW Group has set out to answer with its four Vision Vehicles. Each made by a different Group brand, they represent a distinct interpretation of future mobility and embody a specific set of brand values. They explore a number of future themes, including autonomous driving, digitalisation and personalisation - and present premium mobility as completely effortless, constantly available, emotionally engaging and tailored to individual mobility needs.

**The BMW VISION NEXT 100: What will Sheer Driving Pleasure look like in the future?**

Press release

Date 16 June 2016

Subject THE NEXT 100 YEARS: "Iconic Impulses. The BMW Group Future Experience".

Page 2

The BMW Vision Vehicle has typical BMW driving pleasure at its core. In the years and decades ahead, BMW drivers will want to continue driving themselves most of the time and constant connectivity, digital intelligence and cutting-edge technologies will enhance the ultimate driving experience. At the same time, cutting-edge technologies will allow drivers to hand over active control of the vehicle if they wish. While they sit back and turn their attention to other things, the vehicle will take over.

### **The MINI VISION NEXT 100: "Every MINI is my MINI"**

The key idea behind the MINI VISION NEXT 100 is responsible use of resources for personal mobility. The motto "Every MINI is my MINI" is about innovative car-sharing, with MINI fans of the future able to access and tailor any MINI to their own personal preferences, anywhere and at any time. The MINI will be available to everybody at all times, picking drivers up autonomously from wherever they like and adjusting the car's appearance, driving characteristics and connectivity to suit the user's personal lifestyle. New, customised mobility with the MINI VISION NEXT 100 builds on connected digital intelligence.

### **The Rolls-Royce VISION NEXT 100**

Fully autonomous, the Rolls-Royce VISION NEXT 100 takes luxury to a new dimension. The interior of the Rolls-Royce VISION NEXT 100 will be a private retreat, a "Grand Sanctuary" in which a virtual assistant, "Eleanor", not only drives the vehicle but also fulfils the customer's every wish throughout the journey. The stunning exterior, with an elegant clamshell canopy and coach door, allows passengers simply to stand up and step out of the vehicle, ensuring they are the picture of refinement and taste wherever they arrive. The Rolls-Royce VISION NEXT 100 represents just one possible option for a unique, personal, customised Rolls-Royce. Picking up on its coachbuilding heritage, the marque has developed the "Personal Vision" which will deliver unique coachbuilt bodies, exquisite handcraftsmanship and the finest materials, all on a zero emissions platform. Innovative production methods and materials will open up new

Corporate Communications

Press release

Date 16 June 2016

Subject THE NEXT 100 YEARS: "Iconic Impulses. The BMW Group Future Experience".

Page 3

perspectives for customers to create a vehicle to their own specifications: from wheelbase to body shape, they will be able to choose the characteristics and equipment they desire, with the designers at Rolls-Royce creating an individually curated, bespoke masterpiece which is as unique as the fingerprint of its owner.

### **The United Kingdom as the natural place to unveil the MINI and Rolls-Royce Vision Vehicles**

The home of the two brands is the BMW Group's fourth-largest market overall and its third-largest production base. The United Kingdom is the only market with a production base for all BMW Group brands, with MINI plants in Oxford and Swindon, Rolls-Royce Motor Cars in Goodwood and the BMW engine plant in Hams Hall. Since 2000, the BMW Group has invested almost £2 billion in the four British production facilities, and it sources £1.2 billion worth of goods and services from British suppliers. Annual exports total £2.4 billion, with around 80 percent of British-made MINIs and 90 of Rolls-Royces built for customers outside the United Kingdom. The BMW Group and its sales network employ more than 24,000 people directly and support approximately 50,000 jobs in the United Kingdom.

As Europe's only mega city, London is the ideal platform to unveil these solutions for tomorrow's personal mobility needs.

### **"BMW Group Iconic Impulses. The BMW Group Future Experience" event and exhibition concept**

This event and exhibition concept will allow as many people as possible around the world to experience the BMW Group's vision of future mobility. It is open to the public in London from 18 to 26 June 2016.

The narrative of the exhibition takes visitors through different worlds of experience and reflects the BMW Group's 100-year history as a pioneering, innovative company. Visitors also learn more about key global megatrends and

Press release

Date 16 June 2016

Subject THE NEXT 100 YEARS: “Iconic Impulses. The BMW Group Future Experience”.

Page 4

about the challenges and opportunities society will face in the future. In addition, the exhibition provides information about the BMW Group and its responsibilities regarding the environment, society and its employees.

The Inner Rotunda of the exhibition provides the setting for the debuts of the two Vision Vehicles and for press conferences and various events. It also offers a platform for discussions around key questions of the future. Specialists from a wide range of areas, such as politics, science, business, culture and the interested public, are invited to contribute their thoughts and ideas and join an open exchange with a variety of perspectives on key future topics.

### **“Iconic Impulses. The BMW Group Future Experience” – Dates and Vision Vehicle debuts:**

Munich (7 March 2016)

World debut of the BMW VISION NEXT 100

Beijing (5 - 15 May 2016)

Asian debut of the BMW VISION NEXT 100 – Opening of the “Iconic Impulses. The BMW Group Future Experiences” exhibition and event platform

London (16 - 26 June 2016)

World debuts of the MINI VISION NEXT 100 and the Rolls-Royce VISION NEXT 100 – “Iconic Impulses. The BMW Group Future Experience” exhibition and event platform

Los Angeles (11- 16 October 2016)

World debut of the BMW Motorrad VISION NEXT 100 – “Iconic Impulses. The BMW Group Future Experience” exhibition and event platform

Corporate Communications

Press release

Date 16 June 2016

Subject THE NEXT 100 YEARS: "Iconic Impulses. The BMW Group Future Experience".

Page 5

If you have any queries, please contact:

**BMW Group Corporate Communications**

Christine Graeber, Business and Finance Communications

christine.graeber@bmwgroup.com

Telephone: +49 89 382-59355, Fax +49 89 382-24418

Nikolai Glies, Head of Business and Finance Communications

nikolai.glies@bmwgroup.com

Telephone: +49 89 382-24544, Fax: +49 89 382-24418

**BMW VISION NEXT 100 - MINI VISION NEXT 100**

Cypselus von Frankenberg, Innovation and Design Communications

Cypselus.von-Frankenberg@bmw.de

**Rolls-Royce VISION NEXT 100**

Andrew Ball, Rolls-Royce Motor Cars Corporate Communications

Andrew.Ball@rolls-roycemotorcars.com

**BMW Group UK**

Graham Biggs, Corporate Communications Director UK, Ireland

graham.biggs@bmw.co.uk

Internet: [www.press.bmw.de](http://www.press.bmw.de)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>