

Press Information  
09. August 2017

## **This is tomorrow. Now.** **The BMW Group at the IAA 2017**

**Munich.** Redefining mobility and challenging the status quo. That's the mission of the BMW Group – because fast-changing needs in the world of mobility require decisive action to shape the future.

At the Frankfurt International Motor Show (IAA) from 14 to 24 September, the guiding principle of the BMW Group's exhibition will be: "This is tomorrow. Now.". The display at the 10,500 m<sup>2</sup> booth in Hall 11 will encompass an unprecedented spectrum of topics – from BMW i and the latest products for the luxury segment, to BMW M, MINI and BMW Motorrad, as well as the latest developments from the world of mobility services.

The BMW Group is leading a new understanding of the future and reality of mobility in every area of life – both physical and digital.

Centre stage in the exhibition will be **the BMW brand**. This will be showcased in a dynamic booth architecture comprising highly emotive topic zones, generous aisles, extensive vistas and highlight spots. This 'world of experience' will embody the youthful dynamism and joy of BMW, as set out in the newly refocused brand strategy. The core event area of the booth will be the Vision Loop, comprising 550 seats surrounded by a 150-metre circular track. Each day, the constantly changing backdrop of driving dynamics and kinetic media will provide the setting for 14 highlight shows focusing on luxury, BMW M, the BMW X3 and, of course, the future.

The Vision Loop will also be the showplace for the BMW Group press conference. Scheduled for Tuesday 12 September 2017 at 8:30 a.m., this will mark the official opening of the BMW Group's IAA booth.

In the run-up to the tradeshow, on the evening of 10 September, the Vision Loop will provide the setting for a preview of future mobility scenarios, when it hosts the final of the NextVisionaries contest ([www.nextvisionaries.com](http://www.nextvisionaries.com)), jointly presented by BMW i and TED.

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“The IAA 2017 will see the BMW brand visualised through a series of key ‘brand stories’ in its new, refocused form. As the typical pioneer, BMW i will present the Story of Visionary Mobility, exploring electric solutions, autonomous driving and mobility services as fields of innovation. The BMW brand will stage the Story of Progressive Luxury – a new, superior display reflecting the brand’s model offensive in the luxury segment. BMW M will tell the Story of Thrilling Sportiness, made palpable most of all through the show in the Vision Loop. I can’t tell you all the details just yet, but what I can tell you is that the IAA will see our young BMW brand’s full innovative power unleashed,” says Hildegard Wortmann, Senior Vice President Brand BMW.

Visitors to the IAA can also experience a plethora of world debuts, such as the new BMW X3 or the first ever BMW 6 Series Gran Turismo, as well as the whole of the current product range.

For the luxury-class BMW portfolio, the contemporary, timeless architecture will combine with selected materials and large-format glass curtains to create a completely new and independent look and feel that conveys a new understanding of progressive luxury.

**BMW i** will take to the stage with a new presentation of visionary mobility. Transplanting the future into the here and now, it will present the BMW iPerformance models in its own distinct area of the exhibition booth. Authentic, urban materials will ensure these products stand out as a striking contrast, and make the pioneering spirit of the BMW i brand both visible and emotionally palpable. The visitor experience will be further heightened by presenter stations recreating interactive city lights and an urban atmosphere, as well as large-format screens and glass islands that appear to float.

All of this will fit perfectly with the key message of the BMW Group’s tradeshow exhibition, “This is tomorrow. Now.”, which is a clear expression of the BMW Group’s leading role in electric mobility. By October 2016, the BMW Group had sold a total of more than 100,000 electrified vehicles. That number will be matched in 2017 alone, when the next 100,000 take to the road.

The BMW Group currently offers a wider range of electrified vehicles than any other premium manufacturer: the BMW i3, BMW i8, and iPerformance

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PHEV versions of the BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series and X family.

**BMW mobility services: intelligent and connected.**

A 14-metre wall installation will take tradeshow visitors on a unique, interactive journey through the world of BMW Services. Starting with BMW Connected, the route will take in Digital Energy Solutions and Digital Charging Services, and introduce the Now service range, with DriveNow, ChargeNow and ParkNow presented by an independent presenter station.

In the world debut area, where the BMW 6 Series Gran Turismo is exhibited, visitors can embark on a virtual trip through technical developments from driver assistance systems to autonomous driving. Their guide will be a six-metre high exhibit called the BMW Personal Copilot.

**BMW M.** Driven by perfection, striving for performance. The mission of BMW M is clear. At this year's IAA, the most powerful letter in the world – M – will present a total of eight vehicles. In this area of the exhibition space, a large-format LED wall, pulsating light strips and red, reflective surfaces will amplify the dynamism and atmosphere that make the M brand so fascinating. The extensive range of BMW M vehicles will be complemented by the BMW M Performance models.

**The MINI brand's** presence at the IAA 2017 will consist of a deliberately open and inviting show. In keeping with the MINI zeitgeist and lifestyle, the industrial-style architecture of this area of the booth will evoke an urban setting waiting to be discovered. Guests will be able to experience the diversity of the brand in the different worlds of its five MINI models: the MINI three-door, MINI five-door, MINI Convertible, MINI Clubman and MINI Countryman.

Visitors will be invited to immerse themselves more fully in the different worlds and linger at the booth, which will also offer a special, unusual highlight: a smoothie kiosk of the kind that might be found at a street food festival. Located in the MINI Convertible area, this will offer visitors healthy refreshment as they explore the MINI exhibition. Totally MINI, totally gentlemanly and totally in keeping with the spirit of our time, the upper

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storey of the MINI area will feature another unique and unexpected attraction: here, in the MINI Clubman area, a barbershop will offer male visitors a 30-minute styling and grooming session. Appointments can be made on the spot.

**Make life a ride – the BMW Motorrad brand.** The BMW Motorrad exhibition will include a total of five series models plus the Concept Link, marking yet another rise in the number of exhibits on the IAA 2015, and underscoring the brand's global success in its segment. The backdrop for the display will be a large Corten steel wall in true BMW Motorrad style, which will also feature an installation of items from the BMW Motorrad range of apparel.

**The BMW Lounge areas.** The BMW Group Lounge, BMW VIP Lounge and BMW Security Lounge offer those looking to engage in a little car talk a choice of three elegant locations. Overlooking the central plaza, the BMW Group and BMW VIP Lounges will offer spectacular views of the active driving platform, where the brand promise of "Sheer Driving Pleasure" will be realised in ever changing ways.

The IAA 2017 will offer a spectacular, emotive and dazzling display of highlights. But as the focus on sustainability continues, this year's booth will incorporate a significantly larger share of reusable materials than ever before at the IAA.

**BMW i meets TED at the BMW Group booth.**

Before the IAA opens for business, the BMW Group booth will provide the backdrop for a very special event. In spring 2017, BMW i joined forces with the world-famous platform for progressive thinkers TED ([www.ted.com](http://www.ted.com)) to launch their NextVisionaries competition. On 10 September, they will present the finalists of the contest, which supports pioneering thinkers seeking a platform in the international arena. Over the last few months, visionaries, strategists and thought leaders from around the world have been invited to submit their ideas of future mobility. At the IAA, the finalists of the competition will present their concepts to a high-profile jury and 500 invited guests.

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“The BMW i brand has been demonstrating its pioneering spirit as an innovation leader ever since project i was founded, ten years ago. It is this spirit that unites BMW i and the TED community. Their unique partnership gives thought leaders with inspiring visions of tomorrow’s mobility significant public exposure,” explains Hildegard Wortmann, Senior Vice President Brand BMW.

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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. 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

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