

Presse-Information
03. März 2020

Introducing BMW's new brand design for online and offline communication.

More possibilities for a modern brand presence.

- **New look for BMW, BMW i and BMW M communication logos**
- **New logotype and design principles**
- **Worldwide introduction on the 3rd of March 2020**

München. After more than 20 years, the BMW brand has a new corporate identity for online and offline communication purposes. The BMW, BMW i and BMW M communication logos have been completely reworked, with a new logotype and new design principles. The BMW brand now delivers on the expectations and visual style of today and is better-suited to the digital age.

The new design is an expression of the revised brand identity, which places the customer at the centre of all activities. Pared-down and two-dimensional, it conveys openness and clarity. The additional transparent version of the logo is a more open invitation than ever for customers to join the world of BMW. The change reflects BMW's transition from centring purely on the automotive world to being about technology and connections.

The latest look of the BMW brand is geared towards the challenges and opportunities of digitalisation. The redesigned logotype expresses openness and strength of character to ensure a contemporary, future-proof presence both on- and offline.

“BMW is becoming a relationship brand. The new communication logo stands for openness and clarity.” says Jens Thiemer, Senior Vice President for Customer and Brand BMW. “We want to use this new transparent version to invite our customers, more than ever, to become part of the world of BMW. In addition, our new brand design is geared to the challenges and opportunities of digitalization for brands. With visual restraint and graphic flexibility, we are equipping ourselves for the vast variety of touch points in communication at which BMW will be present, online and offline, in the future. This additional communication logo symbolizes the brand's significance and relevance for mobility and driving pleasure in the future.”

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The global launch of the new brand design starts on 3 March 2020. The transition period between 3 March 2020 and 31 May 2021 will see rollout continue for all communications, on- and offline, and for international trade fairs and events. The new logo is a new media branding and will be used in addition to the existing logo. It won't be use on the vehicles or in the exterior and interior labeling our dealerships.

Propeller or not? The history of the BMW logo

Read the story of the BMW logo and find out about its origins and meaning at www.bmw.com.

<https://www.bmw.com/de/automotive-life/bmw-logo-bedeutung-geschichte1.html>

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The BMW Group

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries. In 2018 the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. Profit before tax in the 2018 financial year was €9.815 billion on revenue of €97.480 billion. As of Monday, December 31, 2018, the company employed 134,682 people worldwide.

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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