



Media Information
17 December 2020

YouTube presents BMW with the “Golden Button Award”.

More than one million subscribers access the premium carmaker’s diverse video offering – Engaging online coverage of #NEXTGen 2020 adds to its popularity.

Munich. Out on the road, BMW is the epitome of driving pleasure, while online the Munich-based premium carmaker is also racking up the likes. BMW’s social media channels are attracting an increasingly large following, and the brand’s YouTube presence has also taken a significant step up the popularity scale. More than one million subscribers regularly follow the videos posted by BMW. And now YouTube has presented the BMW marketing team with the “Golden Button Award” in recognition of its success in engaging an audience immersed in both the automotive and online worlds.

YouTube represents an important interface for communications with customers and fans of the brand – as testified by the latest figures recorded by the video-sharing platform; the number of subscribers to the BMW YouTube channel has mushroomed to 1.14 million at the latest count. Films uploaded by BMW have registered some 333 million views worldwide to date, with users spending around 6.5 million hours checking out videos on the brand’s channel. And that audience is responding in remarkably animated ways to what they are seeing: a user likes, shares or comments on a BMW video every 57 seconds.

BMW was once again rated “the hottest auto brand on YouTube” by the in-house experts at the video platform, which is owned by search engine operator Google. They cited in particular the films posted as part of the #NEXTGen 2020 presentation forum, highlighting how the entertaining mix of discussion panels, documentary reports and new reveals of models and vehicle concepts had vividly showcased the innovative spirit and future-focused outlook of the company.

The BMW YouTube channel used the enticing #NEXTGen 2020 programme to expand its fan community resoundingly beyond the one-million mark. Added to which, breaking news items, fascinating insider stories and lavishly produced films have also increased the number of reasons to regularly click and enjoy. New model presentations alternate with profile pieces and glimpses ahead to future technologies. The “How To” series explores new and less familiar functions of current BMW models. And a steady stream of amusing reflections from the world

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of driving pleasure also feature. The most popular post so far has been “The Small Escape” – a short film with high production values released last year. Set in the divided Berlin of the 1960s, it tells the story of an escape across the border between East and West in a BMW Isetta, and has notched up more than 23 million views.

The fuel consumption, CO2 emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions, the CO2 values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2 Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1. 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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. 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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

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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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