



Media Information
18 June 2009

JOY IS BMW

JOY is the central theme of the new brand communication from BMW – the opening campaign starts on 20 June 2009

Munich. "Joy" is the core of the BMW brand – and "JOY" is also the core of the new global brand communication. JOY in all its expressions is being moved even more consistently to the forefront of the worldwide marketing communication: joy in the design, the joy of life, joy in progress, in beauty, in feelings, and of course the joy of driving, the "sheer driving pleasure" – with more vitality and less consumption.

Through the theme of "joy", the new brand communication focuses on two main points: the efficient dynamics and the aesthetic design of BMW brand vehicles.

JOY IS AND. NOT OR.

BMW takes its sheer driving pleasure from the unique, uncompromising combination of efficiency and dynamics, thanks to "BMW EfficientDynamics". Efficient Dynamics stands for equipping the vehicles with innovative, fuel-saving technologies – while enhancing the driving pleasure. In the campaign, the sportiness and dynamism of BMW vehicles is combined with their superb efficiency. Efficiency and dynamics are not mutually exclusive at BMW; this conflict of goals is solved uncompromisingly.

JOY IS ENDLESSLY BEAUTIFUL.

Worldwide, the most important driver of brand strength and buying decision is design. Design is therefore being moved even more clearly to the forefront of the BMW communication worldwide.

JOY IS BMW.

The BMW brand offers not only the "sheer driving pleasure" – it also guarantees joy above and beyond driving. The brand core of "joy" is integrated into all communication activities and forms the emotional foundation for the realisation and tone of the entire BMW communication campaign.

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"JOY IS BMW": the emotion is placed in the spotlight. Examples of claims in the worldwide campaign are: „JOY IS YOUTHFUL“, „JOY DOES NOT COMPROMISE“, „JOY LIKES AND, NOT OR“, „JOY IS EFFICIENT DYNAMICS“, „JOY IS BMW“.

More effective and more efficient

By focussing its brand communication, BMW is taking account of the media explosion, the change in media behaviour and the increasing heterogeneity of the worlds inhabited by BMW target groups. The communication, which is globally standardised and which focuses on the central points of EfficientDynamics and design, strengthens the brand's long-standing successful positioning and increases the sustainability of the core messages. The brand communication is furthermore being coordinated and controlled in the so called "International Powerhouse", the international BMW advertising board consisting of the marketing managers from the six largest sales markets and the corresponding regional representatives. The communication tools are being produced centrally to an even greater extent and made available to the individual markets for local adaptation.

The new campaign is starting in Germany with a 60-second TV spot which will also be shown subsequently in shorter adaptations, and with print adverts and online communication measures in a broadly based range of media.

Agency

The agency GSD&M Idea City, Texas, is responsible for creating and realising the "JOY" brand campaign.

You will find pictures and the TV Spot in the BMW PressClub (www.press.bmwgroup.com and under www.bmw.de/freude (from June 19, 2009).

BMW

Corporate Communications



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