

Media Information
14 September 2015

BMW Germany unveils world's largest giant poster for IAA 2015

Airfield poster at Frankfurt Airport marks launch of new BMW 7 Series campaign

Frankfurt am Main. 146 metres long and 206 metres wide: BMW Germany unveiled the world's largest giant poster for the new BMW 7 Series launch campaign. The airfield poster is located in the direct line of sight for planes approaching Frankfurt Airport's north-western runway. From 14 - 27 September 2015, air passengers and visitors to the 2015 International Motor Show (IAA) will already catch a glimpse of the BMW show highlight from the plane.

With a surface area of more than 30,000 square metres the airfield poster is not only the largest poster in the world currently, but also sets new standards for out-of-home campaigns: The initiative was realised in close cooperation with a large number of regional and transregional agencies and departments, as well as local communities and citizens. An innovative assembly technology able to withstand strong winds, without damaging animal and plant life, is being used for the first time. The poster consists of 100 individual prints, which were fitted together on site on a field adjoining Frankfurt Airport.

As a teaser for the Motor Show, the motif shows the characteristic double-kidney grille of the new BMW 7 Series – featuring active air flap control, which automatically opens and closes the rotatable flaps behind the grille to meet the engine's cooling requirements.

This unusual marketing initiative kicks off the launch campaign for the new BMW 7 Series. The latest BMW flagship sets new standards for contemporary luxury and ground-breaking innovation – a vision that also serves as the guiding principle for the whole launch campaign.

"The new BMW 7 Series is the most innovative sedan in the automotive luxury class," according to Stefanie Wurst, head of Marketing BMW Germany: "We want to underline this and emphasise the car's importance to the BMW brand with this large-format, innovative form of advertising."

Media Information

Date 14 September 2015

Subject BMW Germany unveils giant poster for IAA 2015

Page 2

Mediaplus is the media agency responsible for the marketing campaign. Heye GRID developed the creative concept; ICHI BAN AG handled large-format communications.

If you have any questions, please contact:

BMW Group Corporate Communications

Bernhard Ederer, Business and Finance Communications, Spokesperson Sales and Marketing Germany

Bernhard.Ederer@bmwgroup.com, Telephone: +49-89-382-28556, 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

Internet: www.press.bmw.de

Email: 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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

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

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

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

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