

Media Information  
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## **BMW Group opens innovative new sales, brand and driving experience centre in Japan**

Combined sales, exhibition, brand and driving experience centre

Flagship complex covers 27,000m<sup>2</sup>

Situated at Tokyo Bay, near to 2020 Olympic site

**Tokyo.** BMW Group Japan celebrated the opening of its new Tokyo Bay facility today under the motto “The Next 100 Years”, reflecting the company’s attitude to this, its centenary year. The 27,000m<sup>2</sup> complex houses spacious BMW and MINI dealer showrooms, unique brand experience areas, three cafés and two virtual reality experience areas. BMW Group Tokyo Bay is the latest innovative retail, brand and driving experience location in the BMW Group’s Future Retail programme, launched in 2013 to bring the BMW and MINI brands closer to the customer.

Speaking at today’s opening event, Dr Ian Robertson, BMW AG Management Board Member for Sales and Marketing BMW commented, “This stunning complex offers the ideal environment for customers to experience our two of our premium brands, BMW and MINI, in all their variety. Not only can they see a range of our cars in a spectacular static environment, they can also get behind the wheel and experience both brands’ exceptional dynamic capabilities. This is far more than just a new showroom – it’s somewhere for customers and fans to enjoy BMW and MINI in an exciting and engaging way.”

In line with the BMW Group’s philosophy of offering the best possible driving experience to its customers, whether in a BMW or a MINI, Tokyo Bay is also home to a test area, built to BMW M standards. In addition to driver training, customers can enjoy a driving experience of a kind which isn’t possible in Tokyo’s busy traffic. The entire BMW, BMW i, BMW M, MINI, MINI John Cooper Works and BMW Motorrad range is available to test, with an innovative online reservation system ensuring the availability of the customer’s chosen vehicle.

Back inside the flagship building, an 80 metre long gallery offers the ideal space to host a variety of events and exhibitions. For the Tokyo Bay opening event, it was transformed into a temporary catwalk for “Reflect the Future – Runway to The Next 100 Years”, a show

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which combined a range of classic BMW models with pieces from the ANREALAGE fashion line created by Kunihiko Morinaga.

Set in the heart of the new Tokyo waterfront area, near to the city's 2020 Olympic site, BMW Group Tokyo Bay is ideally located to attract a wide range of visitors. In addition to offering customers and fans the perfect environment to find out more about the BMW and MINI brands, the Klein Dytham architecture-designed facility also offers external organisations a variety of meeting and exhibition spaces and even an international conference centre.

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**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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2,247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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