

Media information

16th Nov, 2020

BMW Group Middle East makes #NEXTGen 2020 debut in the UAE

United Arab Emirates: After the phenomenal global digital launch of #NEXTGen 2020, BMW Group Middle East hosted its localised event showcasing the extraordinary insights and previews of the BMW Group's technologies, products, and collaborations.

#NEXTGen was invented in 2019 as the BMW Group's own format to underpin the company's claim in innovation leadership. The world is changing more radically than ever. And BMW Group has set itself the target to drive technological development worldwide, set new trends and shape the future of mobility with an attractive product portfolio and a Power of Choice strategy.

Hosted by Dr. Hamid Haqparwar, Managing Director of BMW Group Middle East, the event focused on the development story of BMW Group's new flagship model, the all-new BMW iX. But there was also the world premiere of the impressive near-production scooter BMW Motorrad Definition CE 04 and a unique look at the future of mobility.

Commenting on the achievements of the Bavarian auto manufacturer, Dr. Hamid Haqparwar said: "It's incredible to bring the digital launch of #NEXTGen 2020 directly to Dubai. We are delighted to have presented an innovative event that truly reflects the BMW Group's outstanding drive developments and showcases that we are future-proof in all aspects."

The discussions and footage shown at the event focused on a series of topics, including "Chasing iNEXT", insights into the research and development work carried out by the BMW Group, and some of the company's far-reaching collaborations. Immersive sessions were also projected on an impressive LED screen, where highly informative clips covering the topic

BMW Group Middle East

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areas of eSports, Design, International Partnerships, Connectivity, Electric Drive Systems and Artificial Intelligence were showcased.

In addition, BMW brand's major expansion and involvement in the world of eSports led to attendees taking part in a thrilling RaceRoom gaming session.

#NEXTGen 2020 has again proven that the BMW Group strives to constantly reinvent itself. And the all-new BMW iX shows this in a highly concentrated form. This year's edition sees the BMW Group taking another revolutionary step, driving forward the future of the industry.

You can access all content on www.bmw.com/nextgen.

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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.

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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