

## **Postcard Stories from the Middle East**

### **The Isle of Man Green Dream: BMW M5 Touring Unleashed**



Happy Dreams, The Middle of Nowhere - 01 September, 2025

Against a backdrop of brooding grey skies and winding roads, the BMW M5 Touring in Isle of Man Green carved through the dramatic landscape with effortless precision and power. Every curve of the twisty route became a showcase of performance, presence, and the unmistakable character of M - the Ultimate Driving Machine.

A brief pause at the "Happy Dreams" stop transformed the journey into something almost cinematic, blending cutting-edge engineering with pure emotion. The BMW in-car gaming feature, powered by the AirConsole platform, brought playful energy to the pause, adding a layer of joy before the M5 Touring navigated the twisty roads again.

This was more than just a drive: it was a story of power, elegance, and unforgettable moments that will linger like a dream.

**END**

## **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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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