



Media information  
26 July 2023

**BMW and Tomorrowland create a whole new music experience with the help of artificial intelligence.**

+++ BMW renews its partnership with Belgian music festival +++  
Latest collaboration allows fans to generate their own personal dance hit complete with video +++ Innovative application of ChatGPT creates unique social media content for European markets under the banner "Track to Tomorrow" +++

**Munich/Boom.** The Tomorrowland festival, staged annually in the Belgian town of Boom near Antwerp, is one of the world's most popular and spectacular live events for fans of electronic dance music. Following on from last year's successful partnership, the Europe-wide collaboration between BMW and the ultra-cool music festival is now entering a new phase. As part of this latest venture, music lovers all over Europe will have the chance to generate their own dance hits with the help of artificial intelligence (AI) and share them on their social media channels.

By using AI in its first pan-European social media campaign, BMW is once again underlining the premium carmaker's role as a driver of innovation. Working together with The Marcom Engine, the BMW Group's European agency platform, while making creative use of the latest technology, BMW has devised an unprecedented music experience.

The innovative form of sound exploration available at [futurerecord.ai](https://futurerecord.ai) invites all electronic dance music aficionados to create their own personalised song under the banner "Track to Tomorrow". It starts with a chatbot conversation during which the user is asked a series of questions – about their preferred music genre and tempo, for instance, as well as their current mood and visions for the Tomorrowland festival. By assigning musical elements to each answer, the AI mixes a very personal "Track to Tomorrow" for each participant based on their input. The answers are also used to generate unique lyrics for the track via a ChatGPT interface, and these are then displayed in the application in time with the beat.

**Innovative and unique content encourages sharing on social media.**

The finished "Track to Tomorrow" is further embellished by the addition of high-impact cover artwork – also created by artificial intelligence – and can be shared directly from the AI application using a link. There is also a facility for downloading



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various assets for social media. These include a video containing both the AI-generated imagery and the audio track that is ideal for sharing on TikTok, Instagram Reels and YouTube Shorts, in particular. The option of adding an intro with a dedication before the song is another incentive that further enhances the shareability of this unique content.

In this way, the company's first ever Europe-wide social media campaign will see content being created and shared in all European markets before, during and after the actual event. The campaign will be accompanied by influencer activation and an inventive marketing strategy on TikTok. The first pan-European social media campaign is therefore set to showcase the power of the European social hub at the same time as feeding into the perception of BMW as an innovative brand.

The [futurerecord.ai](https://www.futurerecord.ai) website went live on 17 September 2022.

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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



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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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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