

Media Release

11 March 2019

BMW launches New Zealand's first BMW Innovation Hub for the debut of the new BMW 3 Series.

The BMW Innovation Hub will host a series of key note talks from influential tech leaders.

Auckland. Driving the technology of tomorrow, BMW New Zealand announce its first local Innovation Hub, a speaker series with technology trailblazers surrounding the launch of the new seventh-generation BMW 3 Series. The speakers will be discussing a range of topics including, urbanisation, the future of work, tech revolution and the way we interact with digital humans; each key note is set to both inspire and provoke conversations around the future of technology.

For more than 40 years, the BMW 3 Series has represented the archetypal sports sedan at the heart of the BMW brand. With technology at the forefront of the new seventh generation, the model releases ground-breaking driver assistance, an Intelligent Personal Assistant and connectivity technology, while still enhancing the model's sporting prowess, premium ambience and new design language.

Disrupting the future of technology, the BMW 3 Series is set to revolutionise driving pleasure with the BMW Intelligent Personal Assistant, think getting recommendations on the nearest cafes, dictating emails, asking the car to create a calm ambience, all accessible by a simple interactive voice activation. This will mark the start of a new era for the BMW Group in which the Intelligent Personal Assistant is the ideal co-driver, learning routines and habits, while having the ability to apply them in the appropriate context. Taking the driving experience to new heights, BMW 3 Series assumes a pioneering role when it comes to its driver assistance systems and class-leading innovation such as the BMW Digital Key.

BMW Group New Zealand managing director, Karol Abrasowicz-Madej is proud to announce the launch of the new BMW 3 Series at New Zealand's first BMW Innovation Hub. "In a New Zealand first for BMW Group, we are thrilled to reveal the BMW 3 Series and to host our first Innovation Hub. We welcome guests to experience and learn more about the BMW 3 Series while enjoying idea-focused talks led by influential leaders that will inspire, challenge and facilitate conversations about experiencing innovative change and how it affects our daily lives."

The Innovation Hub will host four technology pioneers including Founder and CEO of FaceMe, Danny Tomsett, Founder and Chair of The Mind Lab and Tech Futures Lab, Frances Valentine, Managing Director of Spinifex Group APAC, Tracey Taylor and Former Chief Executive of the Ministry for Women, Jo Cribb. Each speaker will cover a

range of innovative subjects that will reinforce that the future is here, it's just up to us to embrace our ever-changing technology.

Danny Tomsett of FaceMe is a tech visionary and relentless innovator with a passion for customer experience. At the BMW Innovation Hub, Danny will discuss how FaceMe is driving the future of customer experience through a conversational platform designed around leveraging everyday human interactions.

"FaceMe is passionate about people and how we can use technology to change people's lives. The BMW 3 Series is an example of the change we are seeing with AI and the way people interact and experience machines. I am looking forward to sharing some of my insights and starting a conversation around the future of technology and customer experiences at the first BMW Innovation Hub in New Zealand," said Danny Tomsett.

Thought-leader in emerging and disruptive technologies, Frances Valentine has 20 years' experience across business, technology and education. Speaking to the changing world around us, Frances will be discussing how technology, globalisation, urbanisation, sustainability, changing demographics and new business models are transforming the way we work, communicate, relax and live.

Leading a company specialising in audience engagement through design and production of imaginative, interactive and immersive media experiences, Tracey Taylor will speak on how the content technology revolution will affect the future of every brand. More specifically, Tracey will discuss how consumers will respond to the fast growth of autonomous vehicles.

The fourth speaker, Jo Cribb's interest in how technology is driving changes in the future of work stems from her experience of moving from a traditional executive career to a portfolio one. Jo will explore how the same technology that is producing more sophisticated cars will impact how we work and how you can prepare yourself to thrive.

Guests to the BMW Innovation Hub will be able to experience a first look at the new BMW 3 Series while testing out its new innovative features, interact with some of the latest technology available to us today in the technology lounge and witness presentations from our leaders in technology.

About the BMW Innovation Hub, schedule and RSVP details

Thursday 14 March

Frances Valentine, founder and Chair of The Mind Lab and Tech Futures Lab
8.00-9.30am: <https://www.bmwinnovationhub.co.nz/rsvp-session-1/>

Tracey Taylor, Managing Director of Spinifex Group APAC
12.00-2.00pm: <https://www.bmwinnovationhub.co.nz/rsvp-session-2/>



5.00-7.00pm: <https://www.bmwinnovationhub.co.nz/rsvp-session-3/>

Friday 15 March

Former Chief Executive of the Ministry for Women Jo Cribb

8.00-9.30am: <https://www.bmwinnovationhub.co.nz/rsvp-session-4/>

Founder and CEO of FaceMe Danny Tomsett

12.00-2.00pm: <https://www.bmwinnovationhub.co.nz/rsvp-session-5/>

5.00-7.00pm: <https://www.bmwinnovationhub.co.nz/rsvp-session-6/>

For further information, please contact:

Paul Sherley, Head of Corporate Communications, BMW Group New Zealand

Phone +64 9 573 6977, Mobile +64 21 124 8210

E-mail: paul.sherley@bmw.co.nz

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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