

# **BMW Group**

## **Corporate and Governmental Affairs**

Media Information  
30 July 2009

### **On the occasion of the formal opening of the new Hall 11 at the Frankfurt exhibition grounds, BMW Group presents the company's concept for this year's IAA Frankfurt Motor Show**

**With its three brands BMW, MINI and Rolls-Royce Motor Cars, BMW Group is the first exhibitor to use the new Hall 11 – Europe's most state-of-the-art exhibition hall – and sends its vehicles on a circuit integrated in the motor show presentation**

**Frankfurt.** On September 15, 2009, IAA Frankfurt Motor Show opens its gates to the press. A first for BMW Group: This year, all three brands are presented under one roof – in Hall 11 which today was officially opened by Frankfurt's Lord Mayor Petra Roth. Europe's most state-of-the-art exhibition hall can be reached directly from the new main entrance of the Frankfurt exhibition grounds. The highlight of BMW's 2009 motor show presentation is a circuit of several hundred meters length that encloses the entire exhibition space and on which the BMW EfficientDynamics fleet and the world premieres will be presented.

Thomas Muderlak, responsible for BMW Group's presentation at the IAA Frankfurt Motor Show: "Participation in motor shows is an important feature in our communication activities directed at customers, the media and trade visitors. We are delighted that the 2009 IAA gives us the opportunity to build on our tradition of innovative motor show presences and this time to present all three brands under one roof – a first. A highlight for our visitors will be to experience our vehicles in motion: For the BMW brand, our presentation will implement the brand's motto of 'Sheer Driving Pleasure' quite literally."

In 2003, 2005 and 2007, the BMW brand presented itself in a Cubist building on the so-called Agora while MINI and Rolls-Royce Motor Cars were located in different halls. Presenting the three brands so close to each other this year will allow BMW Group to stage various corporate initiatives. As the organizer of the Junior Campus and the host of the ZEIT Conference, BMW Group will seize the opportunity to set the stage for important social issues such as sustainability. Between September 15 and 27, 2009, children between 3 and 13 years can discover the fascination of sustainability and mobility at the Junior Campus. A workshop explains children aged 7 to 13 through play how to handle resources in a responsible manner. A children's Road Safety School with a driving course located in the outdoor area of the Junior Campus helps children from age 3 to 6 behave responsibly in road traffic. Taking a stand in the socio-political debate on

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München  
Telephone  
089-382-61611

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



# **BMW Group**

## **Corporate and Governmental Affairs**

Media Information

Date 30 July 2009

Subject BMW Group at the IAA 2009

Page 2

mobility and sustainability, BMW Group's future summit – the ZEIT Conference – provides a platform for a panel discussion with high-ranking representatives from the worlds of politics, business, architecture and environmental protection. Also, the 2009/2010 Sustainable Value Report will be presented at the BMW Group press conference on September 15. Sustainability is the central theme of the BMW Group's exhibition stand concept as well: The company applies a reusable exhibition system to motor shows and exhibitions. The concept is based on modular, reusable structural elements which reduce the amount of demolition material and waste.

### **The BMW Motor Show Presentation: “Experiencing Joy.”**

The basic concept behind the BMW brand's presence at the 2009 IAA focuses on sheer driving pleasure. For the first time, IAA visitors can experience the cars' design and appeal in motion – thanks to the dynamic presentation of the vehicles on a circuit. The BMW EfficientDynamics fleet presented on the circuit will be an impressive demonstration of the fusion of driving pleasure and low consumption. Thanks to EfficientDynamics, BMW is able to prove uncompromisingly that these are not antipodes: With its two most recent model generations, BMW Group has reduced the fleet's consumption in Europe by more than 25 percent while improving driving pleasure. By the time the IAA opens, BMW will have delivered about 1.4 million vehicles equipped with the award-winning technology package. Besides the presentation of the EfficientDynamics fleet, the focus at the BMW stand will be on the world premieres of the hybrid vehicles BMW ActiveHybrid 7 and BMW ActiveHybrid X6 as well as on the world premieres of the BMW 5 Series Gran Turismo and the BMW X1. Visitors can expect further additional product surprises.

### **The MINI Stand: “What a Birthday. It’s MINI.”**

On August 26, MINI will celebrate its 50<sup>th</sup> anniversary. Honoring this special occasion, the MINI motor show presence is all about MINI's 50-year success story. This agenda is also translated into the stand's architecture: Visitors are received at the stand by the large-scale claim “What a Birthday. It’s MINI.”, stretching diagonally across the entire open space of the stand with a length of 35, a height of six and a depth of four meters. The MINI world premieres include the birthday editions MINI 50 Camden and MINI 50 Mayfair as well as further surprising product innovations. Another focus at the MINI stand at the 2009 IAA is the MINIMALISM concept – a package of measures developed to optimize



# **BMW Group**

## **Corporate and Governmental Affairs**

Media Information

Date 30 July 2009

Subject BMW Group at the IAA 2009

Page 3

fuel consumption and to reduce emissions, which is presented in a futuristic area that offers great experiences.

### **The Rolls-Royce Motor Show Presence**

The highlight of the Rolls-Royce motor show presence is the world premiere of the Rolls-Royce Ghost. The stand itself has been designed as an open building with a daylight roof in which Rolls-Royce presents not only the Ghost, but also the Phantom product range with the Phantom Extended Wheelbase, the Drophead Coupé and the Phantom Coupé.

Image material is available at BMW PressClub ([www.press.bmwgroup.com](http://www.press.bmwgroup.com))

For further information on today's formal opening of Hall 11, please see the website of the Frankfurt exhibition grounds: [www.messefrankfurt.com](http://www.messefrankfurt.com)

For questions please contact:

Micaela Sandstede, Business and Finance Communications  
Telephone: 089-382-61611, Fax: 089-382-24418

Marc Hassinger, Business and Finance Communications  
Telephone: 089-382-23362, Fax: 089-382-24418

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: presse@bmw.de

