



Media Information

4. Februar 2008

BMW X6 Microsite. A completely new vehicle experience.

BMW presents the X6 in a dynamic online Visualiser

Munich. On the road in the new BMW X6: Customers will be able to share in a completely new vehicle experience when they visit the online Visualiser at the BMW X6 microsite. For the first time, customers will not only be able to configure their vehicles in their dream colours with their favourite wheel rims; they will also be able to watch the vehicle driving through the city, in a setting they have chosen, with personalised film clips. The trip starts in the middle of the Double Cone at BMW Welt and continues through ultra-modern virtual architectural landscapes. Before the trip starts, the special shapes of the BMW X6 will be highlighted in a 360° rotation. Its design combines the sporting elegance of the larger BMW coupés with the powerful presence of a BMW X model. No other automobile can offer anything like the combination of fascinating features and capabilities provided by the world's first SportsActivity Coupé. The BMW X6 is getting ready to change traditional perceptions. The X6 will be available from German dealers from 31 May 2008.

The Visualiser will be available for around three years on the national BMW web sites. The microsite was developed by OgilvOne from Frankfurt and Mackevision/Polychrom. To open the Visualiser click on www.bmw.com/X6_Visualizer.

Screenshots of the X6 Microsite and additional material on the BMW X6 are available in the BMW Group PressClub www.press.bmwgroup.com.

If you have any queries, please contact:

Corporate Communications

Micaela Sandstede, Business and Finance Communication, Marketing
Telephone: +49 (0)89 382-61611, fax: +49 (0)89 382-24418

Marc Hassinger, Business and Finance Communication
Telephone: +49 (0)89 382-23362, fax: +49 (0)89 382-24418

Internet: www.press.bmwgroup.com
e-mail: presse@bmw.de

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49 89 382 - 0

Internet
www.bmw.com