



Media Information
20 December 2011

BMW i launches iAd in Europe **Innovative presence on foursquare and Mashable.com**

Munich. BMW i, the BMW Group's e-mobility brand, is pioneering new approaches to marketing. BMW i is implementing innovative online activities and incorporating three new digital channels in its online communications concept through foursquare, Mashable.com and iAd. iAd is Apple's mobile advertising network, reaching millions of iPhone, iPod touch and iPad users right in their favourite apps.

BMW i is running an iAd campaign in Europe reaching iPad, iPhone and iPod touch users in Germany, England and France. As launch partner for iAd on iPad in Europe, BMW i will be initiating an innovative campaign, which will exploit the advertising potential of the iPad and open the door to a three-dimensional world of mobility images and experiences. The BMW i3 and BMW i8 concept cars will form the main focus of the advertising campaign. iPhone, iPod touch and iPad functionalities bring the cars to life, allowing them to move freely in 3D.

Besides the BMW i subdomain's established social media following on Facebook and Twitter, with more than 500,000 fans, the sub-brand's presence on foursquare, a location-based social network for discovering cities, will complement BMW i communications offering. The online tool, used by 15 million people around the world, allows users to explore interesting locations in a total of 30 cities. It works as follows: As soon as foursquare users "check in" at a specific location, they receive specific online tips and background information on the area they are visiting via their mobile device. The brand-page of BMW i brand <http://www.foursquare.com/BMWi> provides users with tips on locations with a particular focus on sustainability, electro-mobility, design and art.

The presence of BMW i on the pages of the online news platform Mashable.com rounds off the sub-brand's cooperative marketing activities. This project has been running since April 2011 and will continue in 2012. BMW i presents Mashable's 20 million visitors per month with weekly news updates on the topic of mobility and technology in the category "Global Innovation Series" at <http://mashable.com/global-innovation>. Visitors to the site are similar in profile to the BMW i target audience with regard to content and issues. Mashable.com therefore provides a particularly relevant platform for positioning BMW i topics.

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All articles can also be found on the BMW i brand website at www.bmw-i.com/Mashable. The BMW i sub-brand's cooperative marketing activities were planned and implemented by the creative agency KKLD*.

Photo material available at www.press.bmwgroup.com.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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