



Media Information
18 February 2013

New BMW campaign: “DESIGNED FOR DRIVING PLEASURE”. BMW design promises driving pleasure – even standing still.

Munich. BMW launched a new international campaign focused on design in Germany last weekend. The integrated global campaign highlights the dynamism of BMW design and features a TV commercial that portrays the BMW Concept 4 Series Coupé in a highly dynamic way, using a surprising visual effect that is revealed at the end of the spot. Design and dynamics are also the focus of the print campaign. Ropes are used in the image to create the motion blur effect normally seen in real driving shots. Internet users have also been able to view a special online presentation on design at: www.bmw.com/design since November 2012. Videos, animations and a historical timeline provide insights into the design process, history and vision of BMW design. The online special also features a downloadable "AD Essence" app for the iPad and Android tablets. The new special edition app was launched by Architectural Digest magazine in conjunction with BMW Group Design. The campaign starts today on the German website, www.bmw.de.

The dynamic nature of BMW design is the topic of the new global campaign, which will be launched worldwide in the first quarter of 2013. “Our products promise sheer driving pleasure. But the anticipation of what can be experienced with a BMW, begins at first sight. The new campaign showcases the dynamics of design in a surprisingly different way,” explains Andreas-Christoph Hofmann, head of BMW Brand Communications.

The campaign was created in close cooperation with BMW Design. Karim Habib, head of BMW Design: “The BMW Concept 4 Series Coupé has its own character within the BMW family and combines all that BMW stands for: dynamic performance, sportiness and elegance. Clear lines and distinctively sculpted surfaces express this dynamism and motion even when the car is standing still.”

In the **TV spot** produced by Hollywood director Samuel Bayer, the BMW Concept 4 Series Coupé is seen in dynamic motion. Acceleration, braking, taking fast corners – pure driving pleasure. However, this is all just a surprising visual effect produced with tracking shots – the car is actually parked on a platform throughout the whole spot. www.bmw.com/4seriesconcept, www.bmw.com/4erconcept

The **print campaign** is based on the same idea: At first glance, Uwe Düttmann’s photographs resemble high-speed-driving shots. However, a closer look reveals that

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the motion blur of the surroundings is simulated by ropes. With more than 3,500 metres of ropes around the vehicles, it was possible to give the image a dynamic feel, even though the vehicle remains stationary.

In Germany, the campaign will also be presented **online and through social media channels**. Online banner ads and animations will develop the idea of the print campaign and TV spot, and also work with the effect of a dynamic moving car. A central landing page on www.bmw.de features information on the vehicles shown, as well as background on the TV commercial and a prize game. Visitors to BMW Germany's Facebook page can also win a new BMW Z4 for a three-month period. In parallel, the campaign will also be presented in more detail through the brand's YouTube channel and BMW's own www.bmw-tv.de channel with a special on the subject of design.

The campaign will run for several weeks, starting in Germany in mid-February, in print, TV, online, social media and out-of-home advertising. Johannes Seibert, head of Marketing BMW Germany: "The new BMW campaign will play a key role in Germany in 2013. The design of our products is the most important purchase reason for the majority of BMW customers. This campaign highlights an extremely relevant and positive image factor for the BMW brand." The print ads feature various BMW models. Besides the BMW Concept 4 Series Coupé, a further focus is the new BMW Z4, which will be launched across Germany at BMW partners on 16 March.

The integrated campaign was realised by Serviceplan, Hamburg.

www.bmw.com/design
www.bmw.com/4seriesconcept, www.bmw.com/4erconcept
www.bmw.de
www.facebook.com/bmwdeutschland
www.youtube.com/bmwdeutschland
www.bmw-tv.de

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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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