



Media Information  
22 September 2017

## **BMW X2 Digital Camouflage @Milan. The new BMW X2 sporting Digital Camouflage was spotted on the streets of Milan during Fashion Week (20-25 September).**

**Munich.** The new BMW X2 is still far from being ready for its market debut. Nevertheless, the newest Sports Activity Coupé in the BMW X family is beginning to get out and about in its most congenial environment – the urban jungle.

As a matter of fact, it was noted during Fashion Week, which is being held in Milan from 20 to 25 September, wearing an outfit perfect for the occasion. The athletic silhouette of the new BMW X2 was attired in a spectacular camouflage effect, with tones of yellow, gray, and black that highlight its sporty and stylish qualities. The unusual underlying design is based on a digital model and expresses the innovative spirit and the orientation towards the future of the BMW Group.

Therefore it is not surprising that the new BMW X2 wearing Camouflage Digital is at the center of attention in the most characteristic and cool locations in Milan. Anyone who encountered it during its excursion into city life was able to recognize it immediately for its extravagant, contemporary, and sporty design. The outing offered a good opportunity to see first hand the new interpretation of BMW X design aimed at young people who are extroverted and active.

You can follow it on Instagram and Facebook and can try to meet it “in person” and photograph it in the most “in” areas of Milan.

<http://www.instagram.com/bmwitalia/>  
<http://www.facebook.com/BMW.Italia/>

**#X2digitalcamo**

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### **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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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