

Media Information
7 June 2018

BMW teams up with Paramount Pictures' new theatrical film, "Mission: Impossible – Fallout," with the BMW M5 appearing alongside Tom Cruise as Ethan Hunt in the action-packed film with spectacular car chases and stunts.

Munich. The BMW Group announces its role as the exclusive worldwide automotive partner of the next installment of Paramount Pictures' and Skydance Media's legendary action film franchise, "Mission: Impossible – Fallout," opening in cinemas around the world from 27 July. BMW has been a partner of the iconic film series since 2011, and in the upcoming film, BMW once again provides a range of vehicles and global marketing in support of the release.

The new movie finds Ethan Hunt (Tom Cruise) and his IMF team (Alec Baldwin, Simon Pegg, Ving Rhames) along with some familiar allies (Rebecca Ferguson, Michelle Monaghan) in a race against time after a mission gone wrong. Henry Cavill, Angela Bassett, and Vanessa Kirby also join the dynamic cast with filmmaker Christopher McQuarrie returning to the direct.

The team of agents is reinforced by the new BMW M5 and a number of other BMW models, including the 1986 BMW 5 Series Sedan, the BMW 7 Series Sedan and the BMW R nineT Scrambler.

Styled with characteristic BMW M Performance Parts, such as a black kidney grille and carbon-fibre mirror caps, the BMW M5 makes an impressive appearance in the film. With its powerful 4.4-litre V8 biturbo engine with TwinPower Turbo technology and 441 kW/600 hp (combined fuel consumption: 10.5 l/100 km; combined CO2 emissions: 241 g/km) and the newly-developed high-performance M xDrive all-wheel drive, the BMW M5 makes sure that Cruise's Ethan Hunt always has the best-possible traction and superior driving dynamics to keep him ahead of his enemies.

The BMW R nineT Scrambler can be seen in key scenes, performing daring manoeuvres at rapid speed in a wild chase through Paris. A 1986 BMW 5 Series Sedan, from BMW's historic past, also makes a major appearance in a high-octane scene which sets a new standard for the action-film genre. The trailer released by Paramount Pictures provides a taste of what is to come:

Trailer – Paramount Pictures: <https://youtu.be/wb49-oV0F78>

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As part of the collaboration with Paramount Pictures, BMW's global "Mission to Thrill" themed marketing campaign will promote and support the theatrical release and include cobranded broadcast TV media highlighting a range of different vehicles, print ads, digital across BMW sites as well as other key channels, in dealer activations and more.

"BMW and 'Mission: Impossible' are a perfect fit. We are proud of our long-running partnership with Paramount Pictures and that our powerful cars and motorcycles have been able to enhance this iconic film series time and again. For exciting chases, you need cars with impressive driving dynamics and handling," said Uwe Dreher, head of Brand Communications BMW, BMW M, BMW i. "This provides the ideal stage for our most dynamic business athlete: the BMW M5."



"We are excited to welcome BMW back as a partner on 'Mission: Impossible Fallout,'" said Irene Trachtenberg, Senior Vice President of Worldwide Marketing Partnerships, Paramount Pictures. "Our partnership with BMW provides a global platform to reach Mission: Impossible movie fans around the world and leverage our mutual passion for technological innovation, high octane action and compelling storytelling."

The "Mission Impossible" partnership between BMW and Paramount Pictures, which dates from 2011, has already provided movie fans with several classic

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moments of cinematic history. The BMW brand has been meaningfully integrated into the stories of each film, showcasing forward thinking technologies and vision that have helped the IMF agents successfully complete their missions.

The BMW i Vision Dynamics concept vehicle, which previewed the revolutionary BMW i8 hybrid sports car and technologies like Head-Up Display and active Pedestrian Detection, made its debut in "Mission: Impossible - Ghost Protocol" in 2011.

In 2015, this was followed by "Mission: Impossible – Rogue Nation," in which the BMW M3 pulled off one of the most spectacular backwards-driving stunts in film history. The movie car once again provided a glimpse of future technology with the handprint unlock function, while motorcycle enthusiasts will fondly remember the high-speed chase in which Ethan Hunt rides the BMW Motorrad S 1000 RR through the mountains outside Marrakech.

"Mission: Impossible - Fallout" promises to be the most thrilling mission yet.

The values of fuel consumptions, CO₂ emissions and energy consumptions shown are determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers optional equipment and the different size of wheels and tires available on the selected model and may vary during the configuration.

The values of the vehicles labeled with (...) are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. [With respect to these vehicles, for vehicle related taxes or other duties based (at least inter alia) on CO₂-emissions the CO₂ values may differ to the values stated here].

The CO₂ efficiency specifications are determined according to Directive 1999/94/EC and Pkw-EnVKV in its current version applicable. The values shown are based on the fuel consumption, CO₂ values and energy consumptions according to the NEDC cycle for the classification.

For further information about the official fuel consumption and the specific CO₂ emission of new passenger cars can be taken out of the „handbook of fuel consumption, the CO₂ emission and power consumption of new passenger cars“, which is available at all selling points and at <https://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>

Corporate Communications

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If you have any questions, please contact:

Corporate Communications

Julian Hetzenecker, Business and Financial Communications, Julian.Hetzenecker@bmw.de
Telephone: +49 89 382-39229

Micaela Sandstede, Business and Financial Communications, Micaela.Sandstede@bmw.de
Telephone: +49 89 382-61611

Media website: www.press.bmw.de
Email: presse@bmw.de

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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Skydance Media

Skydance is a diversified media company founded by David Ellison in 2010 to create high quality, event-level entertainment for global audiences. The Company brings to life stories of immersive worlds across its feature film, television, and interactive platforms. Its feature films include Annihilation, LIFE, Jack Reacher: Never Go

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Back, Star Trek Beyond, Mission: Impossible – Rogue Nation, Terminator Genisys, World War Z, Star Trek Into Darkness, G.I. Joe: Retaliation, Jack Reacher, Mission: Impossible – Ghost Protocol, and True Grit. Skydance's next feature film to release is Mission: Impossible – Fallout on July 27, 2018. In 2017, Skydance formed an animation division to develop and produce a slate of high-end feature films and television series in partnership with Spain's Ilion Animation Studios. Skydance Television launched in 2013. Its current slate includes Emmy-nominated Grace and Frankie on Netflix, Altered Carbon on Netflix, Jack Ryan on Amazon, Condor on AT&T Audience Network, and Dietland on AMC. Skydance Interactive launched in 2016 to create and publish original and IP-based virtual reality experiences and video games. Skydance Interactive recently debuted its first original title – Archangel, a story-driven VR shooter.