

Media information
15 March, 2019

Capturing the rhythms of driving pleasure: highly emotional campaign for the market launch of the new BMW 3 Series. Music clip shot in the movie capital of Los Angeles showcases the new generation of the sports sedan as an innovative mover.

Munich. The new BMW 3 Series Sedan is shaking things up in the premium segment of the mid-range. With wide-ranging innovations, the seventh generation of the sports sedan embodies the brand's hallmark driving pleasure in particularly progressive style. Newly developed suspension technology and powerful engines generate an irresistible urge to move – and the new BMW 3 Series Sedan also sets the tone in the field of connectivity with the BMW Intelligent Personal Assistant. Inspiring sounds and animating rhythms are key elements of the worldwide campaign created especially for the market launch of the new model, too. In an elaborately produced campaign film designed to be played on diverse communication channels, dance is featured as the expression of supreme joy, symbolising the agile driving response of the new BMW 3 Series Sedan.

“The new BMW 3 Series is all about compact driving pleasure for the young, urban generation that is always connected”, says Uwe Dreher, Director Brand Communication BMW, BMW i, BMW M. “With our new communicative approach we’re aiming to position the sports sedan in cool, laid-back style on all channels and formats.” The main element is a 90-second version of the campaign film, but the latter has also been used as a basis for the production of 30 and 15-second cut-downs for posting on social media.

The highly emotional video clip was shot in the US movie capital of Los Angeles. In order to create highly spectacular images, director Knut Burgdorf used Hollywood-standard equipment including the very latest camera drones which capture the car perfectly at unusual angles and in particularly dynamic situations on the road. And the new BMW 3 Series Sedan moves harmoniously to the rhythms of the song “Nevermind”, written exclusively for the campaign film by Israeli musician Dennis Lloyd – just like the dancers that appear in the clip. The latter were directed by renowned choreographer Litza Bixler, who has previously been responsible for the artistic quality of dance scenes in numerous blockbusters as well as in collaboration with bands such as Muse and Jamiroquai.

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For the BMW Group the following persons were responsible for the campaign:

Uwe Dreher, Director Brand Communication BMW, BMW i, BMW M

Kirsty Skinner-Gerth, Head of International Campaigns, Artwork, Film,
Entertainment Marketing

Ann-Kathrin Geertz, International Campaigns BMW, BMW i, BMW M

Daniela Sykes, International Campaigns BMW, BMW i, BMW M, Project Manager

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/> free of charge.

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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. 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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2016 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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