



Media information  
08 July 2019

## **#THE1challenge: The new BMW 1 Series gets people moving on TikTok. BMW starts launch campaign on TikTok – influencers with extensive coverage promote challenge.**

**Munich.** The new BMW 1 Series is getting people moving – not just on the road but online, too. BMW is extending its current campaign for the new model in the premium compact segment with the addition of a challenge on the internet platform TikTok. Under the hashtag #THE1challenge, users of the internationally popular social video app are called upon to demonstrate their talent for dance moves by making a short film of their own based on a predefined choreography to pulsating music by the artist Big Gigantic. Influencers with extensive reach pave the way for the #THE1challenge with specially created dance moves filmed in typical TikTok style and inspired by the new BMW 1 Series.

Sky & Tami, FalcoPunch and PatroX are the influencers demonstrating the dance moves for the TikTok challenge relating to new BMW 1 Series. With several million followers, they are among the best-known protagonists on TikTok. Their material can also be seen on their highly popular channels on Instagram and YouTube, too. Their #THE1challenge performances can be viewed as follows:

TikTok:  
@skyandtami  
@falcopunch  
@patroxofficial

Instagram:  
skyandtami  
falcopunch  
patrox

“TikTok is another highly dynamic and internationally fast-growing social media channel that we’re using to promote the BMW brand, tapping into a young, digitally savvy target group,” says Jörg Poggenpohl, Global Head of Digital Marketing at BMW. “The key to success is to meet the specific requirements of each channel and community by offering challenges, choreographies and music, for example. For the launch of the new BMW 1 Series we’re pursuing this through collaboration with well-known influencers Sky & Tami, FalcoPunch and PatroX under the hashtag #THE1challenge.”

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The social video platform TikTok has recently seen an enormous growth in popularity, especially among young people: it currently has more than 500 million monthly users worldwide. The app for creating, uploading and viewing short videos is currently said to be the most frequently downloaded smartphone app. Users can choose from a wide range of voice and music recordings and then combine these with films on their smartphone camera in the typical portrait format. In this way, lip-sync and dance performances are created that can be shared with other users and compared for competitive purposes, for example.

With its innovative #THE1challenge dance contest, BMW is attracting the attention of young target groups to the latest model in the premium compact segment – which itself interprets hallmark brand pleasure in a novel manner. Modern front-wheel drive technology and an innovative Dynamic Stability Control system with a particularly fast and precise response give the new BMW 1 an outstanding level agility with its segment. Its sporty flair is combined with increased interior spaced as compared to the predecessor model, as well as progressive driver assistance systems and the very latest connectivity technology. The worldwide market launch of the new BMW 1 Series starts on 28 September 2019.

The figures for fuel consumption, CO<sub>2</sub> emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715. 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 CO<sub>2</sub> emissions.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub>emissions of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> 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 <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>.

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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 31 production and assembly facilities in 15 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 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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