



Press release
20 April 2021

BMW Group wins iF Design Gold Award 2021 for the design presentation of the BMW iX.

The highest distinction – the Gold Award – in the Communication discipline acknowledges the creativity, technological execution and visual quality of the innovative presentation held at #NEXTGen 2020. The BMW Group also claimed another six iF Design Awards in the categories Product, Communication and Professional Concept.

Munich. The BMW Group's #NEXTGen 2020 streaming event excited fans of the BMW, MINI and BMW Motorrad brands around the world, but also impressed experienced design experts. Indeed, a jury assembled by the German Design Council named the innovative presentation format as an iF Design Award 2021 winner in the Communication discipline. The Gold Award – the highest distinction in the competition – was presented to the virtual design world premiere of the BMW iX which, as the highlight of #NEXTGen 2020, attracted particular attention. The jury noted that the reveal for the BMW Group's new technology flagship had set new standards in communication: "Thanks to BMW, fully digital events have levelled up. Innovative and mysterious, this is high-end, state-of-the-art programming for our times. What a beautiful and inviting way to introduce the new fully electric BMW iX."

Public curiosity in the BMW iX was stoked ahead of #NEXTGen 2020 by the informative and entertaining "Chasing iNEXT" infotainment series produced in the style of streaming platforms. The innovative unveiling was then staged in a specially created aesthetic using sophisticated studio technology and virtual effects. "The design team of the fully digital streamcast event #NEXTGen 2020 by the BMW Group pushed virtual production to the max by adding augmented reality layers, as well as creating beautiful design-worlds," continued the statement from the iF Design Award jury.

"We are delighted to receive the Gold Award and would like to express our sincere thanks to the jury," said Alexander Bilgeri, Head of Corporate Communications Strategy, Messaging, Communication Channels for the BMW Group. "Our infotainment series 'Chasing iNEXT' and the presentation of the BMW iX were key elements of #NEXTGen 2020. We opened doors for the film crew to our development departments which otherwise remain closed, and this enabled an unprecedented delve behind the scenes of our Research and Innovation Centre (FIZ). The design presentation of the iX provided the grand finale of 'Chasing iNEXT', and the iF Gold Award is a fantastic compliment to all BMW Group employees."



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Stefan Ponikva, Vice President BMW Brand Experience, adds: "A massive thank you to the jury. The development of #NEXTGen in 2019 gave the BMW Group a new and innovative in-house format which could underpin our claim to innovation leadership in the field of communication as well. #NEXTGen offers us a high degree of creative freedom when it comes to communicating our philosophy and our content on the BMW Group channels and those of its brands. We are breaking completely new ground and adapting our communications activities to the landscape of the digital age and our customers' requirements. This involves setting new trends and we are delighted to have won this important prize."

With the presentation format chosen for #NEXTGen 2020, the BMW Group factored in both the technological possibilities of the digital era and the requirements of the ongoing pandemic. The content released online to date, which can be accessed at www.bmw.com/nextgen, provides a far-reaching insight into the FIZ. Presented alongside the BMW iX were a series of other trailblazing vehicle concepts, such as the MINI Vision Urbanaut and BMW Motorrad Concept CE 04, as well as fascinating and entertaining video clips focusing on artificial intelligence, the new BMW Driving Simulation Centre, electric drive systems, connectivity and virtual collaboration. Film contributions, interviews and panel discussions provided background information on the latest technologies, collaborations and future trends involved in shaping the face of individual mobility in the future.

The BMW Group also collected six other iF Design Awards this year. "The BMW Individual – Symbols of Suprematism" campaign and the artwork for "THE 8" earned the company two further distinctions in the Communication category. The BMW i Interaction EASE was presented with an iF Design Award in the Professional Concept discipline. And the BMW Concept i4, BMW M4 GT3 and BMW iX all gained recognition for their design excellence in the Product category.

The iF Design Award is regarded as one of the world's most prestigious seals of quality for outstanding design achievements. The winners are decided by a jury of international design experts in an array of categories such as Product Design, Packaging Design, Architecture, User Experience, Service and Communication Design. Alongside exterior design, the criteria for the renowned award, which has been presented annually since 1953, include the degree of innovativeness, ergonomics, functionality and environmental compatibility on display.



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The BMW Group received the following distinctions at the iF Design Award 2021:

iF Gold Award	#NEXTGen 2020	Discipline: Communication
iF Design Award	BMW iX	Discipline: Product
iF Design Award	BMW Concept i4	Discipline: Product
iF Design Award	BMW M4 GT3	Discipline: Product
iF Design Award	THE 8 Artwork	Discipline: Communication
iF Design Award	The BMW Individual – Symbols of Suprematism	Discipline: Communication
iF Design Award	BMW i Interaction EASE	Discipline: Professional Concept

The fuel consumption, CO2 emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, WLTP figures consider the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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