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31 May 2023

BMW Motorrad with award-winning brand room. Interactive and multi-sensory brand room at the BMW Group Brand & Customer Institute – The Resonance Space.



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Munich. The Brand & Customer Institute at the BMW Welt in Munich is unique in the automotive industry. Here, employees and selected partners alike are given the opportunity to immerse themselves in the brands of the BMW Group. In addition to BMW, MINI and Rolls-Royce Motor Cars, BMW Motorrad has also had its own brand room at the BMW Group Brand & Customer Institute since January 2022.

Red Dot Award: Brands & Communication Design and iF DESIGN AWARD Brand Architecture.

The BMW Motorrad brand room was recognised as “Brand Architecture” in the category “Spatial Communication” in the Red Dot Award: Brands & Communication Design already last year. The renowned design award “Red Dot Design Award” has been inviting participation since 1954. Its trademark, the red dot, is known internationally as a seal of quality and has also established itself in the “Communication Design” category since the 1990s.

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Another significant acknowledgement now follows with the iF DESIGN AWARD: a globally recognised trademark for excellent design since 1954 and is among the world's leading design awards.

BMW Motorrad was able to impress the 133-strong, independent and international jury of experts for this annually presented award, meaning that the BMW Motorrad brand room has now received two of the most globally renowned design distinctions.

The challenge in designing the BMW Motorrad brand room was to translate the captivating brand spirit into an interactive brand space on a surface area of 38 square metres within the existing premises. The result was an interplay on several levels: the emotional experience of the brand for participants is merged with architectural design and an emotionally conceived brand training programme.

In order to achieve this combination, a holistic and multi-sensory interior design was developed that integrates structural features such as the building's iconic glass facade into the architectural concept.

At the same time, it provides optimum support for interactive experience in the space by means of unique, additional elements in the hallmark style of the brand: an architectural and conceptual challenge that was mastered in exemplary fashion and won both the iF DESIGN AWARD Brand Architecture – Interior Design and Red Dot Award: Brands & Communication Design.

Stephan Reiff, Vice President, Customer, Brand, Sales: "Our BMW Motorrad brand room makes it possible to continuously train employees and partners, spread the brand spirit throughout the entire organisation and inform BMW Group employees about the BMW Motorrad brand strategy. We're thrilled that our brand room has won two major awards within a short space of time and we see it as a great confirmation of our concept."



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The BMW Motorrad brand room: experience the brand.

The BMW Group and its brands move people in the best possible way. Accordingly, BMW Motorrad anticipates customer needs and business challenges – always in search of the best overall solution. For personal experiences – individual and distinctive. In order to support this, the brand rooms at the BMW Group Brand & Customer Institute offer fascinating brand access points that give visitors insights into the thematic focus areas of the brands.

In the BMW Motorrad brand room, managers, employees and selected partners get to know the BMW Motorrad brand and its facets. In one-day BMW Group Brand Mover training sessions, participants learn in an engaging way how the BMW Motorrad brand works and what makes it special. The brand promise itself – 'Make Life a Ride' – conveys an active lifestyle and an experience-oriented attitude that inspires and unites all fans and customers.

The BMW Motorrad brand room emerged from a holistic experiential concept – a stimulating and multi-sensory space with an architecture that authentically reflects the BMW Motorrad brand, but without imposing itself. Instead, visitors explore the brand and its world of experience by way of hands-on discovery. Without showing BMW motorbikes, the brand is staged by means of typical objects from the lives of motorcyclists in a way that arouses curiosity and encourages exploration.

Elements such as sound and light are perfectly matched with the spatial impression and training phases. At the centre of the room, the campfire created from fibre-optic panels in the form of a light sculpture symbolises the motorcyclist get-together – as a place for dialogue and communication and as a symbol of the connection with customers and fans through the BMW Motorrad brand.

Appropriate acoustic and visual stimuli, atmospheric illumination of the light sculpture and the selected natural materials used for the furniture ensure an authentic atmosphere that conveys the outdoors and first-hand experience. Framed by three ceiling high multi-shelves



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with customer specific thematic focal points, the result is an experiential space that memorably depicts all facets of the BMW Motorrad brand and arouses emotions and creativity in visitors.

BMW Motorrad Brand Mover Training: Thinking off, Instincts on.

It has been possible to experience the BMW Motorrad brand alongside the other brands of the Group in the BMW Motorrad brand room at the BMW Welt in Munich since January 2022. The Brand Mover Training held there involves participants learning more about the BMW Motorrad brand and its customer types in an interactive and captivating way. This happens not just visually but by tapping into all the senses – by smelling, hearing, feeling and touching. Entirely according to the motto: thinking off, instincts on.

You will find press material on BMW motorcycles and BMW Motorrad rider equipment in the BMW Group PressClub at www.press.bmwgroup.com.



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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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