



Media information
9 December 2024

Sheer Driving Pleasure unites generations – the BMW festive campaign 2024.

+++ Emotionally engaging BMW festive campaign "Das Geschenk" (The Gift) brings pure joy to the screen +++ Classic BMW 1500 is the "sleeper star" of the film +++ Neat use of social media maximises reach and engagement +++

Munich. This year's festive campaign from BMW – titled "Das Geschenk" (The Gift) – tells the moving story of a young boy named Tim, who can think of nothing better than finding a very special treat for his beloved grandma. At the same time, the brand continues its journey to the introduction of the Neue Klasse by casting an eye back to an icon of automotive history that ushered in a new era for BMW (also under the Neue Klasse name) in the 1960s. The film at the heart of the campaign brims with feeling as it shows how Sheer Driving Pleasure brings generations together – in two different ways.

The film begins with a stroll through a festively decorated city centre. Tim and his parents are looking for a Christmas gift for his grandmother. His parents come up with one suggestion after another, each as clichéd as the last and each promptly and confidently dismissed by their seven-year-old. Eventually, in a shop window he spots the thing that will give his gran – and himself – the greatest joy. Tim's parents are initially unconvinced, but in the end decide to go along with their son's wishes. Tim's grandmother opens the enormous package with her family on Christmas Eve to reveal a BMW Junior Seat children's car seat. Both grandmother and grandson know straightaway what this means: they can now enjoy trips together in her classic BMW 1500. Because joy is the most precious gift – and the joy of driving bridges young and old.

This entertaining festive film highlights the Sheer Driving Pleasure at the core of the brand and makes the BMW 1500 – launched under the Neue Klasse umbrella more than 60 years ago – the "sleeper star" of the campaign. The film was shot in Vienna, Austria, and soundtracked by 1980s Christmas classic "Christmas In Hollis" by US hip-hop legends Run-D.M.C.

Social media cues invite the community to get involved.

Jung von Matt came up with the idea and concept for the latest festive campaign. The Hamburg creative agency teamed up with BMW Marketing and Munich-based



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production company Hochkant to produce the 100-second film, which will be shown on BMW's YouTube, LinkedIn and Instagram channels. In addition, the film will feature on Netflix in both Germany and Great Britain. And a 60-second version of "Das Geschenk" will also be aired on free TV in Germany over the festive period.

PIRO GmbH is responsible for rolling out the campaign across the brand's social media platforms. The idea of Tim's rather special and unconventional gift is also picked up on in a series of accompanying posts. For example, festive visuals depict car parts – wrapped up in Christmas paper – that present the community with a puzzle to solve.

When generations meet – looking at an iconic classic with modern eyes.

Both driving pleasure and the allure of the classic BMW 1500 are universal and timeless. And a separate social media series frames these generation-spanning vibes with particular charm. Tim tries to interact with the classic car as he's used to doing with modern vehicles, but the Neue Klasse from the 1960s lacks power windows, the BMW Intelligent Personal Assistant and other contemporary features. Not to worry, though, because Tim's gran always has a trick or ruse up her sleeve to maintain the illusion, feed the young lad's imagination and spread the feeling of pure joy.

<https://youtu.be/q3enbnm08q4>

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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