

Media information
20.10.2022

///M Mixed Reality: World premiere of the BMW Group's unique driving experience at Web Summit 2022 in Lisbon.

+++Drive the Change, Change the Drive — Keynote and panel discussion with Franciscus van Meel CEO of BMW M GmbH +++ Revolutionary use of VR/MR technologies unites the virtual and real world+++

Munich/Lisbon. The BMW Group has been a pioneer in digital and virtual technological change for years and will once again be a partner at the Web Summit from 1-4 November 2022. Franciscus van Meel, CEO BMW M GmbH, will speak at the Auto/Tech Stage on November 3 at 12:45pm in a keynote followed by a panel discussion on the topic "Drive the Change, Change the Drive." Heiko Wenzel, Head of Detroit Lab at Epic, and Franciscus van Meel will talk about how embracing human centricity helps making technology meaningful, and why teaming up with unexpected partners helps drive this change – and change the drive for future challenges. The panel is rounded off with the G2 Content Creator Cailee sharing her personal perspective from the e-gaming and streaming community.

With ///M Mixed Reality, the BMW Group is not only bringing the virtual world into the vehicle, but the vehicle itself is becoming a controller. This new driving experience is enabled by innovative VR/MR technologies that combine the virtual and physical world. The immersive in-car experience in the new BMW M2 is enabled by integrated gaming elements. Therefore, the BMW Group is continuing its ongoing revolutionary use of virtual technologies.

[\[More information about Web Summit 2022\]](#)

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 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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