



Media information
5 May 2025

Two new BMW fragrances open up a new dimension of joy.

Joy is the core value of the BMW brand. This goes far beyond sheer driving pleasure. With AMBERNESS and BERGAMOOD, BMW is now presenting two fragrances that turn the feeling most associated with the brand into an olfactory experience. The two eaux de parfum were created by Mavive, a company owned by the storied Italian Vidal family.

Munich. For BMW, joy is a statement – about sheer driving pleasure, and the conscious enjoyment of life. Joy is as much a motivator as it is a promise. Most of all, it is a powerful feeling that creates an optimistic view of what lies ahead. For the first time, this joy can now also be experienced through the sense of smell, with the two new BMW fragrances AMBERNESS and BERGAMOOD.

Stefan Karch, Head of BMW Lifestyle & Licensing, explains: “The new BMW fragrances AMBERNESS and BERGAMOOD convey the hallmark BMW joy in a new way. Like the BMW brand, they are immersive, inviting and expressive. As daily companions, they make a special statement that customers can identify with, and that emphasises the emotional aspect of the BMW brand.”

Marco Vidal, CEO of Mavive S.p.A., adds: “Developing AMBERNESS and BERGAMOOD was an exciting challenge. BMW has shaped the automotive world and Mavive stands for pushing boundaries within the fragrance industry. The synergy arising from this collaboration resulted in two new fragrances and a unique sensory experience.”

Fresh and invigorating, sensual and calm, or a combination of both.

The new BMW fragrances deliberately transcend gender boundaries and will smell equally gorgeous on everyone. Both eaux de parfum work as standalone scents or develop very special and highly individual fragrance experiences when combined and/or applied in different concentrations. Mavive goes beyond using the highest-quality ingredients to create an experience of joy and turn it into an everyday companion. It uses EmotiWaves™, developed by dsm-firmenich, a company specialising in fragrances and flavours. This technology is grounded in leading-edge, patented and certified neuroscientific findings. It uses natural ingredients to influence and amplify emotions.



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AMBERNESS offers a sensual experience that conveys tranquillity and a feeling of beauty. French clary sage and Guatemalan cardamom provide an earthy accord that is followed by Italian bergamot and Egyptian geranium. Madagascar vanilla, Indonesian patchouli and Haitian vetiver create an enchanting allure.

BERGAMOOD has a fresh and invigorating effect. The top note rings with the scents of Italian bergamot and mandarin, enriched with pink pepper. Lavender and petitgrain leave a lasting impression. Liquidambar and musk round off the fragrance, for a lively and stimulating effect.

The bottle shape evokes the iconic BMW Headquarters building in Munich.

The bottles for BERGAMOOD and AMBERNESS have a minimalist design. They are made of transparent glass, and their cylindrical shape evokes the iconic BMW Headquarters building in Munich. The black cap of each bottle is embossed with the BMW logo. The round rim and the metal finish of the cap make the bottle look particularly sophisticated. The label with its white background uses a similarly bold design.

BMW is committed to the climate goals of the Paris Agreement and implements strict requirements down to the last detail. The new fragrances are no exception. They meet the highest quality and sustainability standards and contain only natural and sustainable ingredients. Even the high-quality box is made from FSC-certified paper.

Mavive has been creating fragrances for 120 years.

The new scents were created in close collaboration with Mavive, a company owned by the Vidal family, which has been developing fragrances for over 120 years. Today, Mavive has a presence in more than 90 countries. The two BMW scents were created by world-renowned perfumers Frank Voelkl and Alexandra Monet.

The new BMW fragrances AMBERNESS and BERGAMOOD will be available in selected perfumeries as well as in the BMW Lifestyle Online Shop (<https://lifestyle.bmw.com>) and at selected BMW dealerships from May.

The eaux de parfum are priced at 62.00 euros for 50 ml and 85.00 euros for 100 ml.



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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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