



Media information
18 November 2020

Christoph Waltz and Oliver Zipse, Chairman of the Board of Management of BMW AG, test drive the BMW iX.

Two-time Academy Award winner takes part in the world premiere of the future model - appearance at #NEXTGen 2020 as a prelude to a long-term partnership between the actor and the Munich premium brand.

Munich. In its search for inspiration and a challenging exchange with opinion leaders and visionaries from different areas of society, the BMW Group is entering into a cooperation with one of the most prominent players in the US cinema. Actor Christoph Waltz takes on role as Co-Creator for the premium brand BMW. To kick off the partnership, Waltz played a central role in the design world premiere of the BMW iX. The future model of the BMW Group celebrated its premiere at #NEXTGen 2020.

With this year's #NEXTGen, the multi-day, completely digitally produced event streamed at www.bmw.com/NEXTGen, the BMW Group is not only providing an outlook on future individual mobility, but also exciting insights into how the models and technologies are developed with which the company is significantly driving and shaping the current transformation of the automotive industry. In order to gain a deeper understanding of tomorrow's needs, wishes and trends, the BMW Group cooperates with pioneers and lateral thinkers from such diverse fields as computer technology and e-gaming, fashion and sport, ecology and social science as well as music, film and other cultural disciplines.

The dialogue with Christoph Waltz, who was awarded an Oscar each for his acting achievements in the films "Inglorious Bastards" (2009) and "Django Unchained" (2012), was initiated by Oliver Zipse, Chairman of the Board of Management of BMW AG. He invited the actor to enter into critical dialogue with designers, technology developers and strategy experts from the BMW Group. The focus was on the design of the BMW iX, the current fields of innovation of the BMW Group and the general conditions under which individual mobility will continue to develop in the future.

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Page 2

"The discussions we had with Christoph Waltz in the run-up to #NEXTGen 2020 about future technologies, social change and the future significance of driving pleasure were very inspiring. He gave us new perspectives with his openness, pragmatism and a certain degree of impatience. I am delighted to have won a Co-Creator in Christoph Waltz, who will challenge us again and again with his thoughts and ideas," says Oliver Zipse.

When it comes to cars, Christoph Waltz appreciates premium quality, technological precision and attention to detail. He is particularly concerned with the sustainable character of high-quality and therefore durable products. But the actor is also intensively interested in the ecological aspect of sustainable drive technology with regard to protecting the climate and conserving resources. Accordingly, he follows the progress in the field of electric mobility with great interest.

Christoph Waltz observes the latest developments in the technology fields of electric mobility, networking and automated driving just as closely as the associated international competition. "I am delighted about every new technological impulse that comes not from Silicon Valley but from Europe, and I would like to see more of it", says Christoph Waltz. "What I was able to learn at BMW in this area impressed me very much. BMW is a very steeped-in-tradition, but at the same time extremely future-oriented company."

<https://www.bmw.com/en/events/nextgen/christoph-waltz.html>

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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Page 3

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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 2019, the BMW Group sold over 2.5 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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