

Media information
December 30, 2021

BMW Group's Consumer Electronics Show (CES) 2022 Press Conference goes digital.

Munich. For many years, the BMW Group has been presenting innovations at the Consumer Electronics Show (CES) in Las Vegas. Due to the pandemic situation, the BMW Group will move all planned media activities at CES to a fully digital program livestreamed from Germany.

On January 5th, 2022 at 8.00 PM (CET) journalists are invited to a digital broadcast of the press conference, hosted by Pieter Nota, Member of the Board of Management of BMW AG, responsible for Customer, Brands and Sales. The broadcast of the press conference can be followed under:

<https://www.live.bmwgroup.com/en/live-streaming>

The ultimate driving machine meets the ultimate digital experience.

BMW Group showcases digital innovations from today to the far future, which focus on human-centered digital interactions. Highlights include the world premiere of the BMW iX M60 (combined power consumption: 24.7 - 21.7 kWh/100 km¹ according to WLTP; combined CO₂ emissions: 0 g/km), collaborations with world-renowned artists, the first-ever demonstration of a technology that changes a vehicle's exterior colour and the in-car entertainment experience of the future.

If you have any questions, please contact:

Corporate Communications

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¹ * Forecast value based on the development status of the vehicle up to now.

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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