



Media information
5 May 2022

For the first time, the BMW Group is an official partner of the Cannes International Film Festival.

- BMW Festival Fleet of 163 electrified vehicles to provide VIPs, guests and stakeholders with incomparable experiences
- First live appearance of the new all-electric BMW i7 following its world premiere - three BMW i7s on the roads of Cannes
- BMW Group supports the festival's commitment to the environment and sets an example for innovation, electrification and sustainability

Munich/Cannes. Red carpet excitement for over three quarters of a century on the Côte d'Azur. When the 75th Cannes International Film Festival takes place from 17 to 28 May 2022, BMW will play a prominent role: For the first time, the BMW Group is entering into a partnership with the world's most renowned film and art festival and will provide the official festival fleet with 163 electrified vehicles.

"The partnership with BMW points exactly in the direction in which the Cannes International Film Festival would like to develop in order to meet its responsibility towards climate challenges," explains Samuel Faure, responsible for the festival's partnerships. "BMW is an iconic brand that has been very present in many films for decades, symbolising elegance, performance and luxury, while also being one of the pioneers of electrification. We've noticed a strong demand for electric vehicles during the festival in recent years and in BMW we've finally found a partner who can meet it."

As part of the new partnership, BMW is offering international guests, VIPs and stakeholders the unique opportunity to experience the extensive fleet of premium electric vehicles up close. The BMW Group will be in charge of transfers between the airport, various event locations and hotels with exciting and varied models such as the BMW iX, BMW i4 or BMW iX3.

The first car featuring an integrated cinema.

The automotive star on the red carpet will clearly be the new BMW i7, which can be experienced on the road for the first time since its world premiere on 20 April. Three of these all-electric sedans will be on the road in the city, while one will be on display in the entrance hall of a hotel on the legendary Boulevard de la Croisette. The BMW i7 defines a completely new level of top-of-the-range design and technology. Like no BMW vehicle before it, it stands for a new understanding of luxury that includes the needs and well-being of the passengers as well as advanced digitalisation and sustainability along the entire value chain.



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With the powerful and virtually silent drive of its two electric motors on the front and rear axles, the BMW i7 delivers luxurious driving pleasure with zero emissions and a range of up to 625 kilometres according to the WLTP test cycle. The highlight in the interior is the BMW Theatre Screen, a 31.3 inch panoramic display in 32 : 9 format with 8K resolution that extends from the roof lining and transforms the second row of seats into an exclusive cinema lounge. Cinema lovers can call up their very own personal video streaming and favourite film programme on their way through the festival city and enjoy the in-car entertainment of the future.

"The film festival and the BMW i7 with its large theatre screen are a perfect match and complement each other, especially as our commitment to the film business has a long tradition", is how Jens Thiemer, Senior Vice President Customer & Brand of BMW AG describes the new partnership. "The International Film Festival is also an important platform for us because our target group is right here now. And it is very close to our hearts to bring more sustainability and luxury to the festival through our electric fleet."

BMW automobiles have cut a fine figure on the big screen over 30,000 times: They have appeared in so many films and documentaries over the years, contributing to the worldwide recognition of the BMW brand. The many appearances of BMW 7 Series and 5 Series sedans in spy thrillers are unforgettable. The BMW M models in the Mission Impossible films are always an impressive sight to see. And in current in-house productions such as the 2021 Christmas film or the 2022 Super Bowl commercial, the BMW iX also appears side by side with Hollywood stars. There's no doubt about it: If you've been to Hollywood, you'll feel right at home on the red carpet on the Côte d'Azur.



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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 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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