



Media information  
13 June 2025

**BMW innovation campaign: intelligent features and tongue-in-cheek humour.**

BMW is spotlighting six digital features in its global innovation campaign. With its mixture of high-tech and humour, the campaign shows how these technologies make drivers' everyday lives significantly more comfortable as well as safer. So far, BMW has published entertaining short videos about the BMW Digital Key/ BMW Digital Key Plus on the Apple Watch, the Motorway Assistant, Remote Control Parking and BMW Curve-Ahead View. Two further films are due to follow – all of them featuring unusual situations unlikely to be covered by any manual.

**Munich.** Over the course of six creative social media films, BMW demonstrates how modern technology takes the driving experience to a new level. The BMW innovation campaign underscores the brand's premium appeal – and features the tongue-in-cheek humour that has become a BMW hallmark. The films tell short stories in which digital features are not only helpers, but sometimes even become friendly accomplices. Also in starring roles: the BMW i5, BMW iX, BMW X1, BMW X3 and BMW X5, representing the wide range of digital features offered by many BMW model series.

"The BMW innovation campaign is about our promise to combine technology and driving pleasure in a unique way. We use humour to show how our digital features don't just assist drivers but become faithful companions in everyday life," says Bernd Körber, Senior Vice President BMW Brand and Product Management.

**Benefits of advanced technology, explained in a charming and entertaining way.**

The BMW Digital Key or BMW Digital Key Plus replaces the physical vehicle key. The feature also enables owners to use an Apple Watch to unlock, start and lock their vehicle. This is a major plot element in the short film called "Tight". The protagonist really does not have room for a vehicle key in his tight trousers, so he uses his Apple Watch in order to start his BMW X3 for a night out. Intelligent technology ensures that the size of his pockets does not limit his freedom.

The motorway assistant offers automated driving at Level 2+ and is a highlight in the range of BMW driver assistance systems. On motorways and dual carriageways, it provides active steering assistance at speeds of up to 130 km/h.



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A particularly innovative feature is the Active Lane Change Assistant with eye activation, available in selected markets. Drivers always remain responsible, but they are able to take their hands off the wheel at certain times. This comes in very handy indeed in the short film titled "Mustache". Sitting at the wheel of his BMW i5, the driver uses the motorway assistant so he can twirl the ends of his mustache into shape with his fingertips and put on his sunglasses, for maximum cool factor.

The campaign's "Top Dog" film features a deliveryman who comes across an unbelievable scene: a dog sitting at the wheel of a BMW X5 smoothly steers the vehicle backwards out of a garage, a look of intense concentration on its face. But this feat is actually the result of human and artificial intelligence: the owner is controlling the car from outside via her smartphone – using the My BMW app's Remote Control Parking function. This enables the driver to perform precise parking manoeuvres from outside the vehicle, so tight garages or narrow parking spaces are no longer a problem. The amazing scene is in fact another example of intelligent BMW technology making everyday life easier.

### **Small break, great fun.**

In-car gaming can lead to surprising results – as the BMW innovation campaign shows in the short film titled "Race". A businessman is enjoying a relaxed break while recharging the battery of his BMW i5 when the driver of a muscle car suddenly appears and challenges him to a race. However, the contest does not take place on the road, but in virtual reality, on the BMW Curved Display in the BMW i5 – using smartphones as controllers. What follows is an unusual showdown in a casual game. In the end, the rival's stylish sunglasses go to the driver of the BMW i5, as a victory trophy. But the in-car gaming feature is a lot of fun, even when there are no strangers issuing challenges. In multiplayer mode, up to four people can play at the same time. The BMW Group partners with the AirConsole gaming platform for its in-car gaming support.

### **Digital solutions – in the right place and at the right time.**

Sometimes it's good to know what lies ahead, even if you can't see it yet. That's exactly what the BMW Curve-Ahead View in the BMW X1 is designed for: it recognises upcoming bends and highlights them in colour on the BMW Head-Up Display. In addition, the driver receives real-time feedback on their current speed –



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both before and during a bend. This makes for a better sense of control while also increasing safety and driving comfort.

The film "Fish" provides a charming demonstration of how useful this can be in practice: a BMW X1 is carrying moving boxes – and in the middle of it all is a goldfish in a transport bag, on its way to a new home. A winding road lies ahead, and right next to the vulnerable passenger is a box full of bristling cactus spines ... BMW Curve-Ahead View is available for all BMW models equipped with Operating System 9 and BMW Digital Premium.

### **Understands every word: intelligent BMW technology.**

The BMW Intelligent Personal Assistant is the digital point of contact in all new BMW models. It understands natural language, answers questions, explains vehicle functions and – depending on the situation – can become a humorous companion or even a co-conspirator. As in the film "Bye, Honey", in which the BMW Intelligent Personal Assistant aids and abets a mom driving a BMW iX. She tries in vain to engage her daughter in a conversation. Even a dramatic countdown – "5, 4 ..." – with the tongue-in-cheek request to activate the ejector seat elicits no response. Only when the BMW Intelligent Personal Assistant matter-of-factly continues "3, 2, 1 ..." does the daughter suddenly prick up her ears and turn to her mother, alarmed. The mystery is quickly solved. "It was just a joke," the BMW Intelligent Personal Assistant explains – and immediately adds a suitable route recommendation to the nearest burger restaurant.

The BMW innovation campaign was launched on 26 May. Click [here](#) to see the films published to date.

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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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