

Media information
09. August 2025

BMW M celebrates high-performance community with GEN M.

+++ GEN M creates space for long-term communication +++ Logical next step after BMW M Town +++ BMW M DNA connects global M community +++ Target group: anyone who views performance as a key part of their identity +++ "M Clubhouse" as BMW M pop-up as part of the IAA Mobility 2025 in Munich (11 – 14 September).

Munich. With the new brand impulse GEN M (GENERATION M), BMW M is opening another chapter in the brand's illustrious history, transferring the iconic M DNA to a global community that is as diverse as the vehicles themselves. "Born on the racetrack. Made for the streets. Core of a passionate community." That is the BMW M brand identity, deeply rooted in its DNA. It characterises vehicles that have defined best-in-class standards in their respective categories for more than 50 years. GEN M is the spiritual home for all those to whom motorsport and performance are an integral part of their identity. It is the logical next step after BMW M Town, launched in 2018 as a virtual space – a dream home – for BMW M enthusiasts. GEN M was already a tangible part of the 2025 24-hour races and will now also be on show in the BMW M pop-up "M Clubhouse" at the IAA Mobility in Munich (11 – 14 September).

"GEN M is for all those who view our motorsport origins and performance as a defining element of their way of life," says Sylvia Neubauer, Vice President Customer, Sales and Brand of BMW M GmbH. "It's a way of life that connects people of all ages, across different backgrounds and aspirations."

From product to personality.

GEN M is about a change of perspective. The new platform puts people and their commitment to performance centre stage. At the same time, it also appeals to younger fans, encouraging their enthusiasm. What unites these people is not their origin or affiliation. Nor whether they are behind the wheel or on board as a passenger. The new approach for GEN M deliberately embraces a community-first concept. Supported by real-life stories from M drivers around the world. Performance and the pursuit of excellence are the hallmark and unifying factor of this global movement. Like a common pulse.

GEN M celebrates motorsport, urban street style and a unique culture of automobiles as well as M motorbikes. It includes all those who use M Performance Parts to refine and customise their vehicles, along with a constantly growing social



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media community. It links personal lifestyles and technology, tradition and innovation, individual stories and collective enthusiasm. And this means it is as diverse as the BMW M vehicles themselves.

Focus: authenticity and real people.

In the brand film "GEN M – United by Performance", BMW M shows what this new era centred around the BMW M1 and BMW 3.0 CSL, around all BMW M models and powertrains and motorsport vehicles of all kinds is about. No actors, no staged scenes, instead real people – members of the global M community, from hardcore fans to motorbike riders, key opinion leaders and race car drivers. Around 30 individuals from different markets and contexts are involved, with some of them explaining what "M" and the BMW M community mean to them. And as diverse as they are, they all have one thing in common: a commitment to high performance. The defining factor is an attitude, a mindset, a sense of community.

Kick-off in Le Mans, BMW M pop-up store at the IAA Mobility in Munich.

GEN M was first presented at the 93rd edition of the 24 Hours of Le Mans. At the BMW M Motorsport fan stand, numerous BMW M fans, the active BMW M Motorsport works drivers and M CEO Frank van Meel were able to immortalise themselves by adding their signatures, as the first members of GEN M, to a BMW Individual Speed Yellow BMW M5 Touring with M Performance Parts. Accompanied by racing drivers and enthusiasts who are also GEN M members. GEN M made its next appearance at the 24-hour race in Spa-Francorchamps. With visible branding on the BMW M4 GT3 EVO from ROWE Racing BMW, driven by BMW M works drivers Philipp Eng, Dan Harper and Max Hesse. This was followed by further exposure at world-class events like the Festival of Speed in Goodwood (UK). Two GEN M cars will make a major appearance at the Suzuka Circuit from 12 to 14 September, as part of the Intercontinental GT Challenge.

The IAA Mobility 2025 in Munich offers the opportunity to come into very close contact with GEN M - or to recognize yourself as part of it and even take home individualized GEN M giveaways - with your own BMW M pop-up, the "M Clubhouse" in the Goldberg Studios, Müllerstraße, in the Glockenbachviertel. From September 11 to 14, the "M Clubhouse" will be open to GEN M and all those who want to become one (the exact opening hours can be found here: [www.bmw-](https://www.bmw-m.com/genm)

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m.com/IAA-M-Clubhouse) - during the day as a relaxed get-together in an M atmosphere, in the evening with exclusive DJ sets.

The new BMW M fragrance collection will also have its premiere there. The "1972" (BMW 3.0 CSL) and "1985" (BMW M3, E30) eau de toilettes refer to milestones in the history of BMW M. "2025" marks the high-performance brand's entry into the world of fragrances.

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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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