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2 August 2013

BMW Group at the 2013 International Motor Show – Endless driving pleasure

From Frankfurt to San Francisco: The BMW i3 will clock up 9,100 all-electric kilometres at the IAA

Munich. BMW will take the concept of driving pleasure to the next level at this year's IAA International Motor Show: Visitors to the show will be able to experience the endless driving pleasure of the new BMW models on an almost 300-metre-long track over three levels. In this way, BMW is putting a new spin on the tradition it started in 2009 with its active driving concept for shows. Visitors to the IAA enjoy impressive views of the new products from every angle. The combination of motor show and event, international vehicle premieres and unique stand architecture ensures that the BMW Group brand presentation is a 360°, all-round experience for every IAA visitor.

Steven Althaus, head of Brand Management BMW and Marketing Services BMW Group, on this year's IAA presence: "The IAA is one of the most important motor shows worldwide, where we present our latest products on an emotional level. The dynamic presentation of our vehicles on the track is unique and clearly underlines BMW's brand promise "Sheer driving pleasure". At this year's IAA there will be a focus on the topic of electric mobility and the pure electric BMW i3 experience of our visitors. We are looking forward to creating enthusiasm for the BMW i3 and other BMW Group products."

The highlight for **BMW at the IAA** this year will be the BMW i premieres: the pure electric BMW i3 and the plug-in hybrid sports car, the BMW i8. The heart of the stand is the track in the shape of an infinity symbol, on which the BMW i3 and other BMW cars premiering at the IAA even before the market launch. Over the twelve days of the show, a total of around 9,100 kilometres – equivalent to the distance from Frankfurt to San Francisco – will be driven with electric power, and therefore emission-free. In addition to hourly BMW i shows on the main stage, visitors can also take a seat in five differently-configured BMW i3 cars on the "BMW i Walk". Specially-trained "BMW Product Geniuses" will also be on hand to answer questions about the vehicle concept. Other BMW i vehicles and the topic of charging infrastructure will be displayed in the area in front of Hall 11.

BMW i stands for visionary vehicles and mobility services, inspiring design and a new understanding of premium that is strongly geared towards sustainability. The **BMW i** brand redefines individual mobility. The **BMW i3** is the world's first premium electric vehicle purpose-built from the ground up for electric power,

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creating a car that guarantees typical BMW sheer driving pleasure with zero emissions. The **BMW i8** is a contemporary sports car perfect for everyday driving. It combines the performance of a sports car with the consumption of a small car. Thanks to its plug-in hybrid drive, the majority of its day-to-day driving is possible in emission-free, fully electric mode.

The IAA also marks a new chapter in the history of sporty, elegant BMW two-door cars with the world premiere of the **BMW 4 Series Coupé**. In the premium middle class segment, this model represents the highest level of aesthetic appeal and driving pleasure. The new **BMW X5**, the world's most successful Sports Activity Vehicle, which sets new benchmarks for driving pleasure, luxury and innovation, will also be on show in Frankfurt, alongside the new BMW 5 Series models and new BMW M Performance Automobiles. The **BMW Concept Active Tourer Outdoor** on display at the IAA provides a glimpse of optimised space functionality in the premium compact car segment for sports and leisure pursuits. The latest BMW Efficient Dynamics and BMW ConnectedDrive innovations will also be showcased at the IAA 2013.

As in 2011, the BMW Group and its BMW, MINI and Rolls-Royce brands will all be found under one roof with more than 10,000 m² of space in Hall 11. BMW Bank and BMW Motorsport will also be on display outside of Hall 11. The brand's involvement with the German Touring Car Masters will also be presented under the motto "Drive like Bruno".

The **MINI** presence is dominated by the current brand campaign "MINI – Not Normal". The global campaign conveys the brand's individual, high-energy attitude to life, which visitors to the IAA can also experience in the "MINI Curiosity". Both from an architectural and content perspective, the MINI stand is built like a city, in which the current MINI models can be experienced up close in a unique way. The models are organised according to themes in different "districts" of the city. The MINI John Cooper Works area is devoted to the topic of speed: Visitors are invited to try to break the speed record on the MINI Speed Slide, a 15-metre-long slide for adults. At the end, photos and slide time are displayed on large screens. MINI design models drive in circles on a roundabout at the heart of the MINI Curiosity. The MINI Roadster and MINI Convertible float in the "Cloud" over the roofs of the city.

At the IAA Frankfurt, **Rolls-Royce Motor Cars** is characterized by the topic "Bespoke", the luxury car manufacturer's programme for individualization and

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personalization. The redefined brand presentation is individual and modern. The centre of the presentation is the Rolls-Royce Celestial Phantom, an automobile inspired by the constellation of the stars in the West Sussex sky in January 2003. A Ghost Extended Wheelbase of the Home of Rolls-Royce Collection highlights that Goodwood has been the home to Rolls-Royce for ten years. With a Ghost, the Alpine Trial Centenary Bespoke Collection commemorates the Alpine Trials, where Rolls-Royce successfully embedded its reputation of producing reliable and technically demanding automobiles. The Wraith, the latest model in the portfolio and the most powerful Rolls-Royce ever, shown in Frankfurt in an individual Diamond Black and Twilight Purple Two-Tone-Design, demonstrates that the “Bespoke”-program makes a Rolls-Royce as individual as its owner’s fingerprint.

The Mutabor agency from Hamburg is responsible for the overall BMW communications and architectural concept at the IAA. The MINI brand presence at the show was developed by Meiré und Meiré of Cologne. The Pentagram, Berlin and Puchner p3, Munich are the agencies behind the design and implementation of the Rolls-Royce stand.

Additional information on the latest BMW Group products presented at the IAA will be available online from 22 August 2013 at: www.press.bmwgroup.com

In social networks IAA topics of BMW and MINI will be tagged with **#BMWIAA** and **#MININOTNORMAL**. Therefore entries can be easily found and provide a quick overview of upcoming activities and current information.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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