

Media Information
19 February 2014

“Respect” for the new BMW X5

New TV ad showcases the latest model with a hint of humour

Munich. The latest generation of the BMW X5, which founded the segment for Sports Activity Vehicles and is global market leader in its class, stars in a new TV commercial with a sense of humour. The ad features a series of follow-on scenarios that show in a slightly ironic way how a BMW X5 earns respect.

The television commercial shows the new BMW X5 driving through a deserted landscape to a crossroads, where it encounters a large gang of leather-clad bikers – who promptly come to a stop and give way. The camera then cuts to the BMW X5 driving through a busy city by night, where a colourful parade of dancers and fire-eaters also respectfully makes way. Following an impressive flight over the mountains, the camera catches up with a train the new BMW X5 is travelling parallel to – until the powerful locomotive slows to a halt to allow the car to pass. The BMW X5 finally reaches a stretch of rapids: since the water obviously refuses to stop for it, the BMW X5 ultimately ploughs right through. An off-screen voice remarks: “Respect isn’t commanded. It’s earned.”

The third generation of the BMW X5 raises the bar for powerful design, luxurious interior comfort, modern versatility and high efficiency. The striking new design and enhanced sportiness of the new BMW X5 in both urban and off-road settings are portrayed very effectively in the commercial.

The TV spot can be viewed online at:

<http://www.youtube.com/watch?v=tLOOjyn4KrU&list=UUBSVw6f8KBFLn7r1cQsFhLw&feature=c4-overview>

The commercial will be shown in the following countries: Italy, the United States of America, Canada, Japan and South Africa.

The ad was realised by the agency kbs+, New York.

If you have any questions, please contact:

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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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was € 7.82 billion on revenues amounting to € 76.85 billion. As of 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been based 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.

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