



Media Information  
03 March 2016

## **BMW Group redesigns [www.bmwgroup.com](http://www.bmwgroup.com) New imagery and additional functionality**

**Munich.** The BMW Group has a new website. The company's revised web presence features new content, innovative technology and a new digital corporate design. It is optimized for the demands of current and future-oriented online communication.

Thanks to the use of large-format graphics and sliders in gallery format and a frameless structure, the new corporate website provides every BMW Group stakeholder with all the latest information. The contents are prepared and visualised in a way which adapts automatically to any screen size and any device.

Whether it is the latest news on the company or relevant information for applicants, investors and many other target groups, everything can be found easily and intuitively. The responsive design of the new website also addresses the changing requirements of Internet users, ensuring optimum representation on all end devices, whether Smartphone or tablet, notebook computer or PC monitor. Photographic and video material is also integrated in such a way as to allow ideal representation on all mobile devices.

The imagery used on the new website [www.bmwgroup.com](http://www.bmwgroup.com) reflects the premium standards of the BMW Group. The central image motif is the heart of the company: the BMW four-cylinder headquarters building and the neighbouring buildings BMW Welt, BMW Museum and BMW Munich plant.

“Corporate communications are directed at a broad, interested public and serve all stakeholders. This is why we decided to design a state-of-the-art digital platform encompassing all of our topics. With the new corporate website, anyone can find what interests them quickly and easily,” says Bill Mc Andrews, head of Corporate Communications Strategy, Corporate and Market Communications.

The new corporate website will present the anniversary campaign “THE NEXT 100 YEARS” to the public in an online special on 7 March 2016, marking the start of the company's anniversary celebrations. It will be updated with further news and events throughout the year.

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The online special will be accessible on the Internet both via the website and directly at [www.bmwgroup.com/next100](http://www.bmwgroup.com/next100). Likewise, the live stream covering the spectacular centenary event on 7 March 2016 / 15:00 CET will also be available there.

Lead agency for the creative concept and design development is Interone. The IT full service agency valtech is responsible for the technical realisation.

In the event of enquiries please contact:

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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