



Media information
20 April 2023

Global cultural pioneers present the new BMW XM at Coachella 2023.

+++ BMW M GmbH expands its network of cultural pioneers to communicate its first electrified high-performance model +++
Talented boundary-pushing figures from around the globe use the spectacular location to stage the BMW XM in new creative contexts
+++ Fifth time for the BMW as partner of the Coachella Valley Music and Arts Festival in California +++

Munich. BMW is returning to Coachella for the fifth time in 2023, this year celebrating the launch of the new BMW XM Label Red (fuel consumption combined: 1.7 – 1.6 litres/100 km [166.2 – 176.6 mpg imp]; electric power consumption combined: 34.5 – 33.0 kWh/100 km; CO2 emissions combined: 39 – 35 g/km in the WLTP cycle) in big-impact style. The company is building on the success of its recently launched "Dare to be you" campaign, in which it asks cultural leaders like supermodel Naomi Campbell, British grime artist Skepta, German rapper Apache 207, New York-based fashion designer Bloody Osiris and professional skateboarder Ishod Wair to express who they really are – with the new BMW XM (fuel consumption combined: 1.7 – 1.6 litres/100 km [166.2 – 176.6 mpg imp]; electric power consumption combined: 34.5 – 33.0 kWh/100 km; CO2 emissions combined: 39 – 35 g/km in the WLTP cycle) standing alongside.

Following the kick-off event at Art Basel Miami Beach, BMW is taking the campaign to the next stage with a Coachella spin. An international mix of emerging talents and household names provide the BMW XM with a new creative context. Coachella performers like Charli XCX, Earthgang and Uncle Waffles, plus German rapper du jour Badmombzjay, Grammy Award winner Nija Charles and South Korean choreographer Leejung Lee, will record their initial encounters with the first electrified high-performance model from BMW M GmbH in their own individual style: Dare to be you.

BMW in the spotlight as it helps to shape the zeitgeist.

BMW has a clear mission: to create a platform where cultural pioneers can truly show us what they're all about. As Stefan Ponikva, Vice President Brand Communication, Brand Experience, says: "Our goal at BMW is to be at the heart of where creative magic happens. We want to enable artists – musicians, designers, actors, storytellers – to express themselves and to interact with our brand and our

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latest, already widely desired launch: the first-ever BMW XM. Coachella is an excellent platform through which to develop fresh conversations with talented emerging artists as well as established stars.

Spectacular backdrops for incredible pictures.

Photo and video sessions are both on the agenda again in California. And it's not just the Coachella Festival setting that provides an inspirational location for unique shots. Other locations offering the co-creators a spectacular backdrop include the Invisible House in the Joshua Tree National Park. The building was designed to integrate into the natural landscape so that it almost seems to disappear into the surrounding Mojave Desert. With its extraordinary location, minimalist architecture and mirrored glass completely covering the exterior, the Invisible House is a fascinating sight that sparks creativity and is ideal for staging an emotionally engaging presentation of the new BMW XM.

The expressive design of the BMW XM – with its bold lines, powerful Sports Activity Vehicle proportions and distinctive front-end styling, complete with illuminated BMW Iconic Glow kidney grille – conveys the car's authoritative character and guarantees the undivided attention of all around, even when stationary. The performance qualities of the latest BMW M model are equally as impressive, if not more so. Comprising a V8 engine and an electric motor and generating an output of 480 kW/653 hp, the M HYBRID drive system combines with the M-specific chassis technology to ensure the car handles with a blend of dynamism, agility and precision that none of its rivals can match.

The new BMW XM will be built at BMW Plant Spartanburg in the US along with all other high-performance models from the BMW X segment. The new range-topping BMW XM Label Red will also roll off the production line there from August 2023. Featuring a bespoke version of the new plug-in-hybrid drive system delivering a combined output of 550 kW/748 hp, the BMW XM Label Red will be the most powerful series-produced car in the history of BMW M GmbH.



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All figures relating to performance, fuel/electric power consumption, CO₂ emissions and electric range are provisional.

The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.

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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 and mobility 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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