



Media Information

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BMW RELAUNCHES PIONEERING PLAY NEXT PODCAST AND ALL POINTS EAST PARTNERSHIP WITH MUSIC LEGEND EDITH BOWMAN

- Hit music discovery podcast, BMW Play Next has returned for 2022 - bigger and better than ever, with five episodes, culminating in two weekends at music and entertainment festival, All Points East
- BMW has extended its partnership with All Points East to bring the BMW Play Next stage, hosted by radio royalty Edith Bowman, back to the festival across two weekends
- The pioneering stage will shine a spotlight on exciting emerging artists
- BMW will also continue its drive to champion new talent by supporting three up-and-coming artists on their journey to the stage, with a package of support including festival performances, podcast interviews and vehicles

Following its launch in 2020, the acclaimed BMW Play Next Podcast is back bigger and better for 2022, gearing up to its grand finale at an even bigger and better All Points East Festival this August in Victoria Park, London.

At a time when it's tougher than ever for new talent to breakthrough, BMW is extending the hit discovery podcast this year, backing up-and-coming artists, and taking them on a journey to the stage, with a package of support including festival performances, podcast interviews, and vehicles.

Renowned for its reputation as a space for pioneering artistry, showcasing innovative and ground-breaking music from the next generation of industry talent, the podcast - which has previously supported the likes of Arlo Parks, Sad Night Dynamite and Alewya - will once again be hosted by Edith Bowman.

Fortnightly episodes, follow key players from the music world – this year including Glastonbury co-organiser Emily Eavis, alternative rock outfit Wolf Alice, British songstress Nao, British-Peruvian musician Attawalpa and Everything Everything frontman Jonathan Higgs - exploring topics facing the industry, alongside emerging artists, who will get the chance to play full-length tracks, as Edith selects five songs released each week to play in full throughout the podcast.

Three artists from the Podcast will then have the chance to play the BMW Play Next stage

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at All Points East, which will run across two weekends at Victoria Park, from 19-28 August 2022. As All Points East extends its dates to be bigger and better than ever, the BMW Play Next podcast and stage are doing the same.

TV and Radio broadcaster Edith Bowman, host of the BMW Play Next podcast series and BMW Play Next stage says, "I've been overwhelmed by the positive feedback. Especially right now when it's tougher than ever for new talent to breakthrough. After the past couple of years things don't just return to normal overnight and that's why it's so important, we support new artists. I am hugely excited for the return of the BMW Play Next podcast which gives me the opportunity to have thoroughly insightful and important conversations with artists while offering a wonderful platform for emerging talent.

I can't wait for the return of the BMW Play Next stage at All Points East, as we continue to support the next generation of future festival headliners. With the festival now running across two weekends, it means even more opportunity to shine a spotlight on the industry's fast rising talent and help them on their journey."

Reflecting the innovative spirit and shared passion for creativity, the collaboration between BMW and All Points East will see a diverse selection of artists on stage. Furthermore, BMW will be supporting the festival and its sustainability strategy with a fleet of all-electric BMW iX cars to transport artists and VIPs.

Over the two weekends of All Points East (Friday the 19th – Sunday the 28th August 2022), the BMW Play Next stage will see a vibrant and diverse selection of artists, with the line up to be announced at a later date.

Find out more and to listen to previous episodes of BMW Play Next at <https://podfollow.com/play-next/view>

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The BMW Group

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In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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