



Media Information
20 September, 2023

Coldplay talk tech, touring and kinetic dancefloors on BMW Play Next podcast hosted by Edith Bowman

- In the latest episode of BMW Play Next, Coldplay's Will Champion and Guy Berryman engage in a dynamic conversation with Edith Bowman, delving into the intricate innovations underpinning their ground-breaking global tour
- The band elucidates how cutting-edge technology plays a pivotal role in their journey, working in collaboration with BMW - a game-changing cooperation that is setting new industry benchmarks and a blueprint for the entire live industry
- In a compelling second interview featuring breakout pop and rock ensemble Porij, lead vocalists Egg and Tommy offer unreserved insight into their ascent as a breakthrough act, the pivotal connections they've forged, and their experience sharing the stage with Coldplay

The acclaimed hit music discovery podcast, BMW Play Next, hosted by Edith Bowman is making an exciting return. Renowned for its reputation as a space for pioneering artistry and ground-breaking music from the next generation of talent, the latest episode, set to air on 20 September, brings together British rock sensation Coldplay and genre-splicing Manchester fourpiece, Porij and a hand-picked playlist of emerging hot-off-the-press tracks.

Bowman leads an insightful conversation with Will Champion and Guy Berryman around the ever-evolving industry landscape and the modern-day challenges confronting artists, uncovering the core principles of their approach - environmental impact and generation accessibility. Talking about their proudest achievements to date, Champion says, "We're running shows completely from a battery now, so we're not using any outside power. They're re-purposed BMW car batteries, it's something that's not been done before."

In 2021, BMW contributed to the creation of the world's first-ever mobile, rechargeable show battery for the band's 'Music of The Spheres World Tour'. Supporting the British band with its ambition to become more sustainable - a game-changing cooperation that is setting new industry benchmarks and blueprint for the entire live industry - recyclable BMW i3 batteries now provide the necessary super low-emission, electric power to replace the usual diesel and petrol generators. This results in a significant reduction of the carbon footprint of many of the band's live performances, contributing to one of the greenest tours

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in music history.

"The power is recharged using a range of renewable sources including solar installations, a kinetic stadium floor and power bikes, that harness the collective power of the fans themselves," adds Champion. The BMW i3 batteries were the first in the worldwide automotive industry suitable for second-life use without additional processing; a technology that is an essential part of the BMW Group's vision of sustainability and circular economy.

With an unyielding commitment to sustainability and approaching a 50% reduction in carbon production on their tour, Berryman highlights the in-person role longstanding team members play in the band's vision and innovation, adding "Misty Buckley and Phil Harvey are instrumental in the design and shape, and Chris as well – certainly when it comes to the physical structure'. Accessibility and innovation have remained paramount since the band's inception in 1997. Steps include giving deaf and hard-of-hearing fans the chance to experience their music at live gigs by giving out Subpacs at shows. Subpacs are wearable bass-responsive amp and speaker systems.

Speaking of sparking nostalgia and championing breakthrough talent, Berryman reflects "There's a nice part of the show where we play on what we call the C-stage. It's just bass, guitar and a piano – and we always talk as a band before we perform a song about how this is how we started in Jonny's bedroom." This reality has truly materialised for emerging pop and rock Manchester four-piece, Porij.

In a second long-form interview, Bowman explores Porij's unique perspective on dancefloor culture. Vocalists, Eggy and Tommy, openly express the need for a transformative shift in the music industry's infrastructure to enable emerging artists to adopt more environmentally friendly practices and be seen. Eggy candidly addresses the challenges their band has encountered, and she offers insights into the intriguing blend of "jazz, post-punk" sounds that define their upcoming album.

From being chosen to support Coldplay in 2022 to touring the UK, they expand on the diverse genre influences and experiences that have shaped them as

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musicians today, Tommy adding "Manchester offers a rich tapestry of musical inspiration, especially when you're finding your feet and meeting with others starting out. It's been a priceless network."

Listen and visit previous episodes of BMW Play Next at <https://podfollow.com/play-next>

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BMW Play Next

Renowned as a hub for pioneering artistry and groundbreaking music from the next generation of talent, the BMW Play Next podcast has showcased prominent breakthrough acts and industry figureheads. A lineup that has included Mercury prize-winning British band Wolf Alice, Emily Eavis, co-organiser of Glastonbury, and rising stars including Attawalpa, a British Peruvian artist, and the talented songstress Nao. Hosted by Edith Bowman, the podcast not only celebrates up-and-coming artists but also highlights industry insights and demonstrated technological strides that are reshaping the landscape of music.

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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