



Media Information
21st July 2010

Experience elegance and dynamic performance: The BMW Design Night.

European premier of the BMW Concept Gran Coupé – exclusive media event at BMW Welt in Munich.

Munich. Exclusive insights into the design philosophy and development strategy of BMW are the central focus of an unusual media event at the home of the brand in Munich. At the BMW Design Night on July 21st 2010, selected media representatives will have the opportunity to take an intensive look at the fundamental principles and pioneering concepts of future automobile design. The speakers and dialogue partners presenting the event at BMW Welt in Munich are Dr. Klaus Draeger, Member of the Board of BMW AG, Development and Adrian van Hooydonk, Director BMW Group Design.

The current representative of the design culture of the brand is the BMW Concept Gran Coupé. This sensational study, unveiled at the international trade fair Auto China in Beijing in April 2010 and is now on show in Europe for the first time, embodies high-quality elegance combined with superior dynamic performance, thereby symbolising the underlying values of the brand BMW.

The BMW Concept Gran Coupé provides a look ahead to the interpretation of these values in future models of the manufacturer of premium automobiles. In its dynamically striking proportions, this elegant 4-door vehicle reveals the classic features of a BMW coupé, yet at the same time offers a fascinating and aesthetically impressive formal style which brings the properties of the product to bear in an authentic manner.

The basis for this is the outstanding design culture of the brand BMW, whose roots and perspectives will be explained at the BMW Design Night. Current and future automobiles of the brand BMW derive their unmistakable character from the fact that design, driving properties and functionality are harmoniously dovetailed. This authenticity is guaranteed by means of a product creation process which is unique in the automotive industry and which results in a

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convergence of design and technology in optimised logistical and organisational conditions. With every newly developed automobile, this process leads to an ideal synthesis of form and function which is impressively reflected in the BMW Concept Gran Coupé, too.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.