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Company

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**iF Design Awards 2012 are presented at BMW Welt.**

**The BMW 6 Series Coupe and a DesignworksUSA project win**

**the iF Gold Award. BMW Group Design collects a further five prizes.**

**Munich**. BMW Group Design celebrated an exceptional accolade at today’s presentation of the 2012 iF Design Awards, held as part of Munich Creative Business Week. The jury conferred the iF Gold Award – the prestigious special prize of the International Forum Design – on the new BMW 6 Series Coupe. Beyond these honors, too, the evening was dominated by BMW: providing not just a worthy architectural setting for the presentation ceremony was BMW Welt, with Frauke Ludowig hosting the evening event in the auditorium. In addition to the BMW 6 Series Coupe, the BMW 1 Series, BMW 1 Series M Coupe, BMW 6 Series Convertible and the BMW G 650 GS motorcycle were also recipients of the iF Product Design Award, while DesignworksUSA added another feather to their cap with a prize for their interior design of the new Falcon 2000S business jet.

Over the past 60 years or so, the iF Design Award of the International Forum Design has emerged as one of the highest seals of approval for outstanding design achievements. This year once again, manufacturers and designers from 48 countries submitted a total of 4,322 entries for the coveted award. The panel of judges, made up of internationally recognised design experts, deemed 1,218 submissions worthy of an award.

The iF Gold Award-winning BMW 6 Series Coupe is an aesthetically consummate fusion of pleasure in luxury with pioneering technology, and sporty dynamics with exclusive travel comfort. Adaptive LED Headlights usher in innovative lighting technology and mark their debut in this segment, while the hallmark twin round headlight configuration presents a new rendition of BMW’s iconic design cue.

BMW Group Design also won the jury over with the design features of five further products:

The new BMW 1 Series, too, stands for unmistakable design thanks to proportions that imbue it with stretched, sporty contours, eloquently sculpted surfaces and a youthful, vivacious overall impression. Complementary design features deftly underline the mature character and premium status of this car.

The new BMW 1 Series M Coupe cuts a persuasive figure with its athletic appeal and M-specific interior design. Its optimised track width at the front and rear, an expansive front apron and widely flared wheel arches lend the BMW 1 Series M Coupe a particularly powerful stance, while the two chromed twin tailpipes positioned at the outer edges of the rear make for the customary symmetrical look of M styling.

The new BMW 6 Series Convertible combines a stretched bonnet, set-back passenger compartment, long wheelbase and flat waistline with a classic soft-top in characteristic “fin” design. Powerfully sculpted surfaces and dynamic, forward-surging lines reflect the car’s supreme handling.

With its lean, wiry off-road physique, the BMW G 650 GS motorcycle evokes a lightweight and adventure-hungry impression. Its typical enduro design and its colour concept are entirely in keeping with the style of the BMW GS family and round off the general sporty look. The bike sets itself apart from the competition with its quality, specification and comfort, combined with relatively low weight and a low seat height.

The interior of the Falcon 2000S jet by Dassault Aviation conveys an intimate ambience rooted in classical yet at the same time modern, elegant design elements. The cabin impresses with its clean, calm lines and stylish handcraftsmanship. DesignworksUSA has already been honored with the prestigious Good Design Award for its contribution to the new business jet.

With these latest distinctions, BMW Group Design continues a success story that has been recognised for some years by the high-calibre jury of the iF Product Design Award. For   
Adrian van Hooydonk, Senior Vice President BMW Group Design, the 2012 award haul is both an affirmation and an incentive: “We are delighted to receive these awards right here in Munich. They confirm our high standards and provide an incentive for the future.” Between 2007 and 2011, a string of prizes were won by BMW Group Design. In 2008, for example, awards went to the BMW 3 Series Convertible and the BMW G 650 Xcountry motorcycle; 2010 saw the BMW F 800 R honoured; and in 2011, prizes were bestowed on the BMW 5 Series Sedan and BMW 5 Series Touring.

The award presentation ceremony staged at BMW Welt adds a further highlight to the   
BMW Group’s involvement in Munich Creative Business Week. This newly initiated series of events is committed to a clear-cut goal: to encourage high-calibre, in-depth debate on design issues and concepts. To this end, the planned annual MCBW aims to stimulate an interdisciplinary design discourse and bring together creative and business professionals from around the world in the Bavarian capital. This year’s MCBW programme comprises more than 90 events, which will be ongoing across the entire Munich metropolitan area until 12 February. Here BMW Welt assumes a special role in more ways than one: as the location of the MCBW press office it is a central hub of information on all aspects of the design event, while also serving as the location partner for various MCBW events. In addition to hosting the presentation of the iF Design Awards, BMW Welt was also the venue for the MCBW launch ceremony.

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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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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| 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 seven years.  **BMW Welt – at the heart of the brand, on the pulse of the city**  With its attractive programme of events and cutting-edge architecture, BMW Welt is a Munich venue that promises a host of diverse experiences. Since its inauguration in 2007, BMW Welt has become a major attraction that boasts around two million visitors a year, putting it in the number one spot in Bavaria. Visitors can look forward to a highly varied programme of events covering culture, art and entertainment, along with culinary treats served up in several restaurants. Whether it’s a jazz concert, a poetry slam, clubbing, improv theatre, family Sundays, a film premiere, gala event or panel discussion – BMW Welt is the perfect platform for innovative events with capacity for up to 2,500 guests. |

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