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BMW GINA Light Visionary Model to be part of “Dream Cars” Exhibition at High Museum of Art, Atlanta.

Woodcliff Lake, N.J. – May 14th, 2014 . . . From May 21 through September 7, 2014 the GINA Light Visionary Model from 2008 will be displayed at “Dream Cars: Innovative Design, Visionary Ideas” at the High Museum of Art in Atlanta. 17 concept cars from across Europe and the U.S. that pushed the limits of imagination and foreshadowed the future of design from the early 1930s to the 21st century will be on display.

With GINA, BMW Group Design provided fresh impetus back in 2008 for a fundamental debate about exactly what characteristics would be influencing automotive development in the future. “BMW created GINA to challenge conventional automotive design and manufacturing techniques” said Fernando Pardo, concept originator and lead designer, BMW Group DesignworksUSA. “This fresh approach to expound on the design adage of “form follows function” integrates emotion, humanism, natural aesthetics, and newly applied materials all within a unifying architecture. The intention was to stimulate the environment of creativity, thereby leading to a paradigm shift.”

The GINA Light Visionary Model features a virtually seamless outer skin, consisting of a flexible fabric material stretched over a movable substructure. Furthermore, functions are only enabled when they are actually needed. The most striking example of this is the headlight design. In normal position, when the headlights are not active, i.e. when there is no necessity to illuminate the road, they are hidden under the special fabric cover. As soon as the driver turns on the lights, the contour of the front end changes. The rear and the rocker panels of the GINA Light Visionary Model can also adapt both the shape and function to the driving situation in hand. Both can change the shape of their outer skin to meet the driver’s requirement for particularly dynamic motoring. This brand new interpretation of familiar functional and structural concepts changes the way in which drivers experience their

vehicle. The reduction to the essentials and adaptation to the driver's wishes enhance the vehicle's emotional appeal, thus fulfilling a key objective of the GINA philosophy.

Ken Gross, Consulting Curator for "Dream Cars: Innovative Design, Visionary Ideas", explained why GINA was chosen to be included: "Beyond its undeniable beauty, the GINA Light Visionary Model was an advanced, water-resistant, translucent textile-bodied concept car with a virtually seamless fabric exterior skin that could change elements of its shape on demand. And it wasn't just a fanciful exercise. The GINA study helped BMW to develop rapid manufacturing, digital tooling techniques and a robot-guided steel embossing process to create the complex hoods for the production of the BMW Z4 M Roadster and the BMW Z4 M Coupé."

At the Atlanta exhibition, conceptual drawings, patents and scale models will be paired with realized cars to demonstrate how experimental design changed the automobile from an object of function to a symbol of future possibilities. Sarah Schleuning, exhibition curator and curator of decorative arts and design at the High Museum of Art said: "The concept cars presented in 'Dream Cars' demonstrate how design can transcend the present and offer new paths and opportunities for the future. While these cars were never mass-produced, they shaped the future of the automotive industry by challenging the notion of what is possible, technologically and stylistically."

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers,

and 35 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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