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Contact: Stacy Morris
Corporate Communications Manager, Marketing & Culture
BMW of North America, LLC
(201) 594-3360/ stacy.morris@bmwna.com

BMW Debuts BMW Innovations Campaign Showcasing Key Technology Features.

Woodcliff Lake, NJ – August 27, 2014... BMW of North America will introduce a new campaign, BMW Innovations, which will highlight how the range of BMW vehicles share several key technology features with the visionary BMW i8, a plug-in hybrid high-performance vehicle. The BMW i8, with the “i” standing for innovation, exhibits futuristic design and groundbreaking technology built upon BMW’s storied history.

“Innovation is at the core of everything we do. Following in the lead of the BMW i8, which epitomizes innovation, we are elevating the technology across our entire range of BMW models, as highlighted in this national campaign,” said Trudy Hardy, Vice President, Marketing, BMW of North America.

Beginning September 1, 2014, BMW will debut three new national television spots to further detail how the groundbreaking technological innovations within the BMW i8 transfer to the greater BMW family. All three spots feature the BMW i8, now on sale:

- “[Looking Forward](#)” uses cinematography to illustrate that the BMW i8’s Full-Color Head-Up Display is also available in the **BMW 3 Series**. Full-Color Head-Up Display projects important driving information, including speed limit, and assistance systems displays, including current speed, navigation and collision warnings, into the driver’s field of view;
- “[Change](#)” focuses on the impressive LED headlight technology as the BMW i8 dramatically transforms into the **BMW 5 Series**. It draws attention to Adaptive LED Headlights to provide brighter lighting and can turn in the direction the vehicle is traveling to provide optimal road illumination in every condition; and
- “[Eyes Everywhere](#)” takes viewers on a cross-dimensional journey through the BMW i8’s iDrive screen to reveal Surround Camera System in the **BMW X3**.

Surround View Camera System provides a 360° panorama view around the vehicle, which assists drivers while parking, maneuvering in tight situations or when navigating in areas with limited visibility.

In dealerships nationwide, customers will be encouraged to engage in a 'tech drive,' which allows them to experience the cutting-edge innovations in BMW vehicles first-hand. This integrated campaign also includes digital media and social media programs, designed to increase awareness of the technologies present in the BMW i8 and throughout the BMW family of vehicles.

KBS (kirschenbaum bond senecal + partners) is creative agency of record for BMW of North America. UM is responsible for media buying.

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 and X4 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, 120 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.

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

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