



Media Information  
23 March 2015

## **High-speed, high-tech, high excitement**

**BMW and BMW Motorrad cooperate with Paramount Pictures on the upcoming release, “Mission: Impossible – Rogue Nation”**

**BMW provides vehicles, technology and production support to Tom Cruise-film releasing July 31 worldwide.**

**Munich/Los Angeles.** BMW confirmed today its role as exclusive worldwide automotive partner of the next installment of Paramount Pictures’ legendary action film franchise, “Mission: Impossible – Rogue Nation”, in theaters from July 31. This is the second time BMW has “accepted the mission” to lend its superior technological support to the film’s production crew, enabling it to deliver breathtaking automotive stunt scenes shot around the globe. BMW previously partnered with Paramount on the 2011 successful release of “Mission: Impossible - Ghost Protocol”.

The film’s official trailer, released worldwide yesterday, offers fans a first glimpse of the high-adrenaline action that only Ethan Hunt (Tom Cruise) and his Impossible Mission Force (IMF) team can deliver – including spectacular driving scenes where the new BMW M3 is put through its paces. Its renowned high-performance capabilities made the fifth generation M3 sports car the perfect choice to perform precision driving sequences, the likes of which have never been seen before.

The M division’s philosophy and dynamic design leaves no doubt about the M3’s motorsport genes while the BMW Motorrad S 1000 RR, which is also seen in the film trailer released yesterday, represents the ultimate performance on two wheels. BMW ConnectedDrive, which offers uniquely intelligent connectivity between driver, car and environment, was always on hand for the IMF team as they travelled around the globe. This highly innovative system also offers enhanced safety and driving comfort in real life, with features such as camera and driving assistance systems playing an important role.

“We are delighted to again be a part of one of the most exciting action film franchises in movie history,” said Ian Robertson, Member of the Board of Management for BMW AG, responsible for Sales and Marketing BMW. “Dynamic performance and BMW ConnectedDrive make our BMW models the perfect cars for Ethan Hunt and his team, who use the vehicles’ ground-breaking functions and cutting-edge technology to make sure the good guys come out on top. The BMW M3 combines motorsport DNA with everyday practicality in an emotionally powerful concept quite unlike any other car.”

“Mission: Impossible – Rogue Nation” reunites Tom Cruise with “Mission: Impossible – Ghost Protocol,” stars Jeremy Renner, Simon Pegg and Ving Rhames. The film also stars Alec Baldwin, Rebecca Ferguson and Sean Harris.

Paramount Pictures and Skydance Productions present a Tom Cruise / Bad Robot production. The film is directed by Christopher McQuarrie and produced by Tom Cruise, J.J. Abrams and Bryan Burk. The executive producers are David Ellison, Dana Goldberg and Don Granger of Skydance Productions and Jake Myers. Drew Pearce, Christopher McQuarrie,



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Will Staples, Laeta Kalogridis & Patrick Lussier and Dylan Kussman wrote the screenplay, based on the television series created by Bruce Geller.

Please find the official film trailer: <http://bit.ly/1AxPDmN>

If you have any questions, please contact:

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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