

Media Information  
16 September 2014

## **BMW Magazine now available in digital form worldwide**

Users can access regularly updated features on design trends, travel destinations, the diversity of modern life and exclusive content from the world of BMW

**Munich.** BMW Magazine is now published in digital form worldwide. This move sees BMW Magazine taking another step into the future of mobility. The app can be downloaded as a native version for tablet and smartphone (Android and iOS) or used on any platform through any web browser.

The application is managed centrally and responsive design allows it to adapt excellently to any format. The editorial and exclusive content – reports, picture galleries and videos – are updated at regular intervals. These ongoing updates of content take place in the background, unnoticed by users.

Large-format pictures, in-depth stories focusing in detail on well-known BMW aficionados and information on new models are added to contributions from the print magazine. Furthermore, exclusive videos provide a visual complement to the editorial content and bring it to life. The focus is on stories about people who change our lives through their visionary ideas.

BMW Magazine Digital is available in English, German, Spanish and French. Depending on the language selected, it can be viewed on smartphones and tablets. The primary language is English, but other languages are also offered and can be selected via the app menu.

Some countries, including Germany, Spain, France and the UK, have a version with additional country-specific content.

BMW Magazine Digital is created under the direction of editor Hendrik Lakeberg and art director Dirk Linke and is published by HOFFMANN UND CAMPE Corporate Publishing.

The print edition of BMW Magazine has been the international customer magazine of BMW AG since 1989 and is published twice a year – in March and September – under the direction of its editor Adriano Sack. The 100-page lifestyle magazine is published around the world in 24 languages. It has a circulation of three million copies in approximately 100 countries.

BMW Magazine App for Android: <http://bit.ly/1haV1e>  
BMW Magazine App for iOS: <http://bit.ly/1uu7GJs>

Desktop Version: <http://bit.ly/1hJn78n>  
BMW Homepage: <http://bit.ly/1CNqaJO>

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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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